

B2B MULTI CHANNEL MARKETING STRATEGY

UK vs US



INFOGRAPHIC

2022 REVIEW

While multi channel marketing is no new phenomenon, the art of building scalable, effective and cost efficient multi channel strategies can differ enormously from business to business – and country!

What do our first party research insights reveal about the state of the B2B marketing strategy on both sides of the Atlantic?

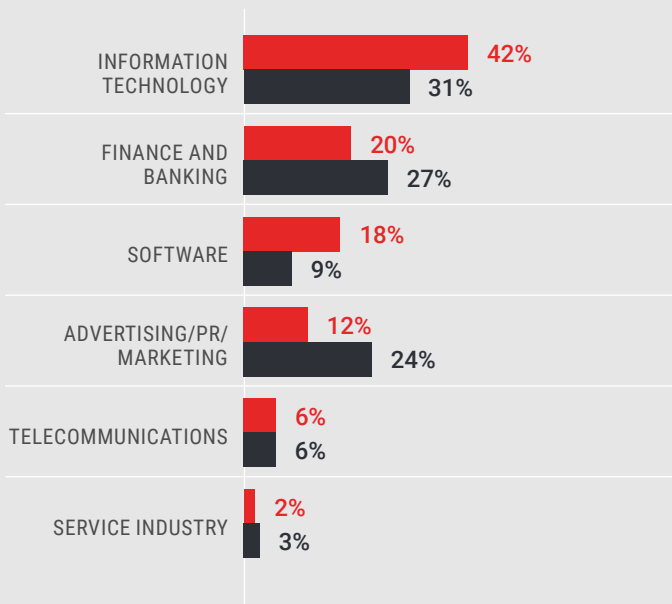
Gauge both similarities and differences in this easy-to-digest infographic.



AUDIENCE OVERVIEW

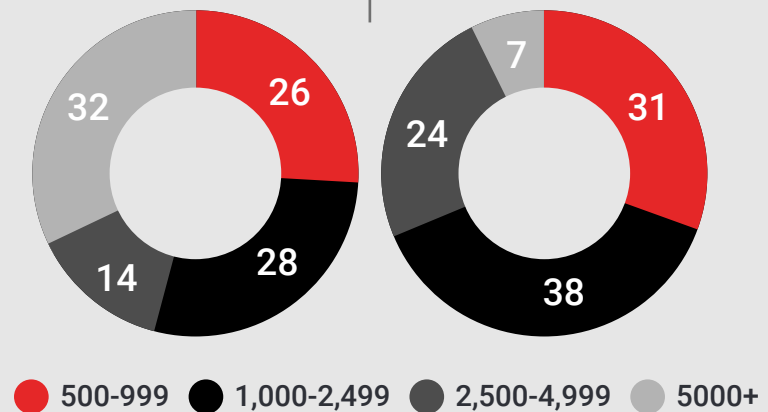
This first party research was conducted among senior B2B marketing professionals in our **Insights for Professionals (IFP) Community**.

INDUSTRY



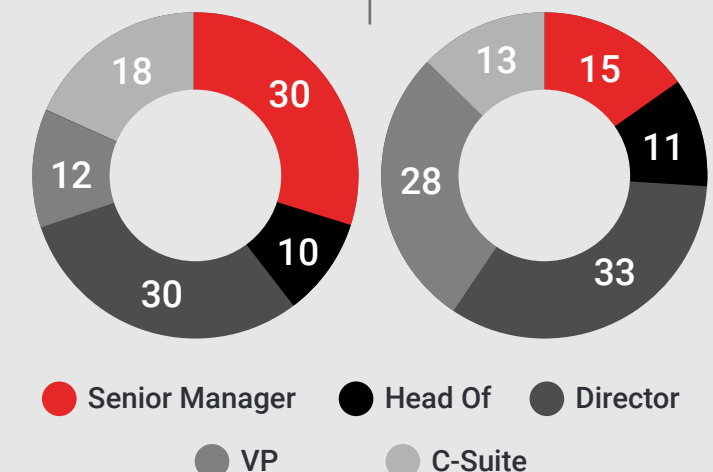
EMPLOYEE SIZE (%)

UK | US



AUTHORITY LEVEL (%)

UK | US



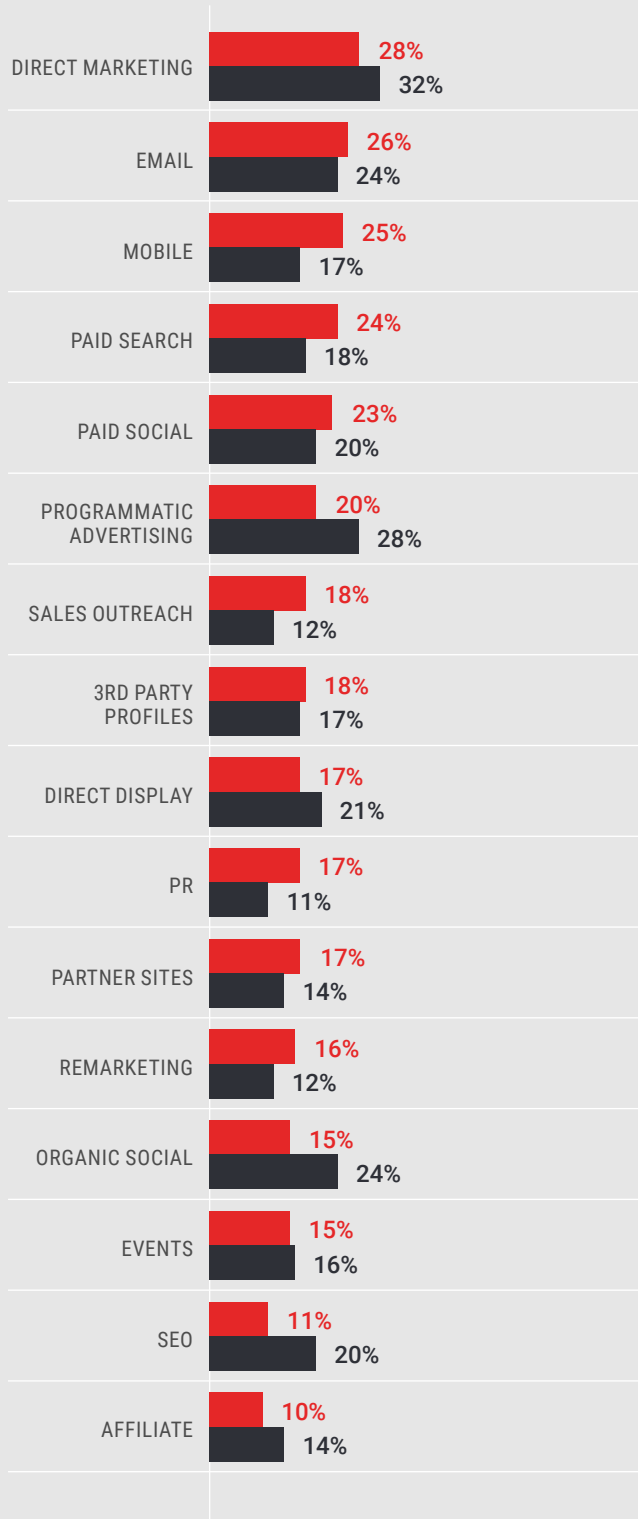


OUR FIRST PARTY RESEARCH FINDINGS



WHICH CHANNELS ARE THE MOST CRITICAL TO YOUR STRATEGY?

(PICK YOUR TOP 3)

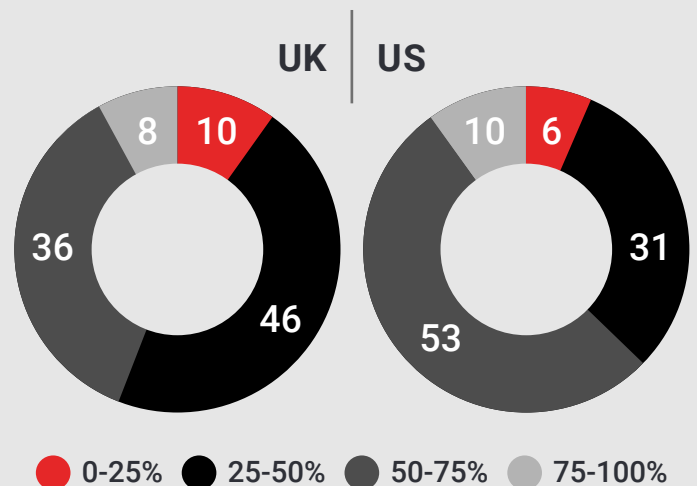


Side by side analysis reveals the US and UK both perceive Direct Marketing as a critical channel to their strategy. The adoption of Programmatic Advertising appears to have garnered greater significance in the US than the UK, who champion Email and Mobile channel tactics over it.

TOP 3 CHANNELS



WHAT PERCENTAGE (%) OF CHANNELS ARE OUTSOURCED?



63% of US marketers outsource between 50-100% of their channels, while only **44%** of UK marketers do the same. The majority of UK marketers (**56%**) in fact outsource up to **50%**.

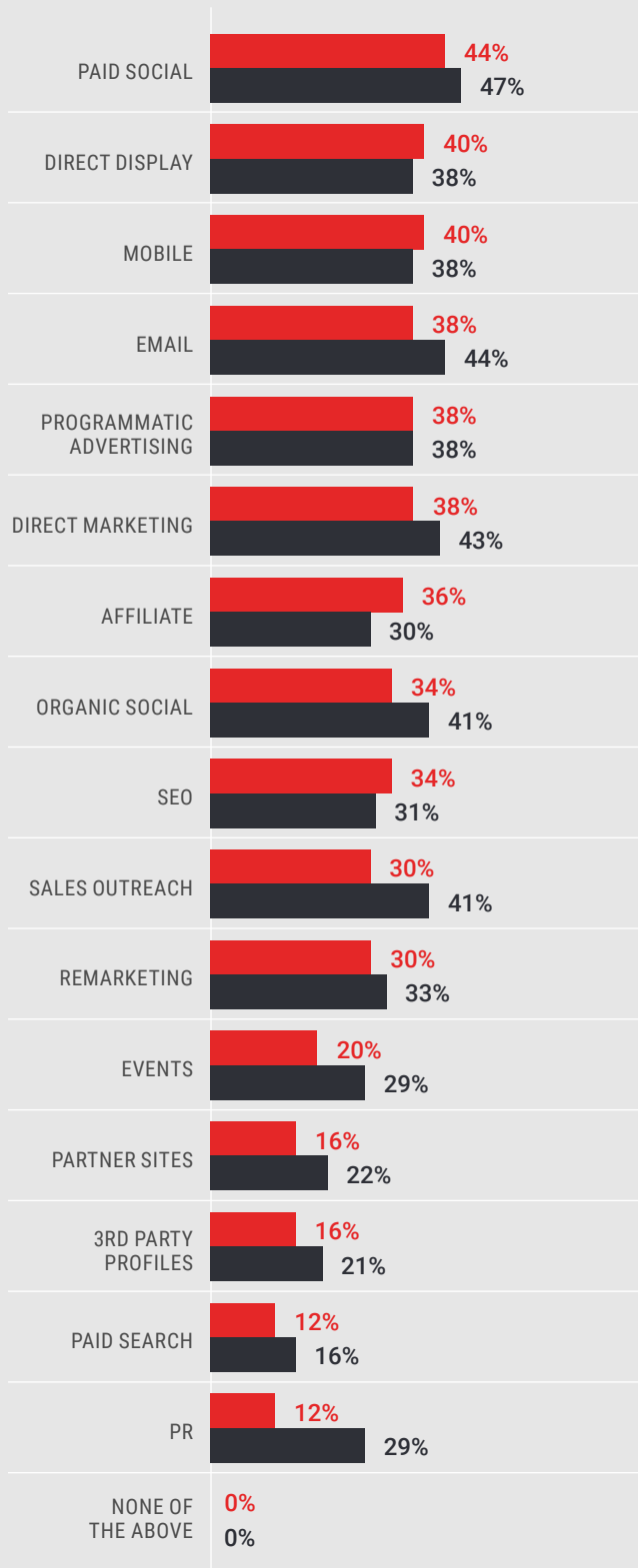
Could this be because more UK teams have the right in-house skills to manage a variety of channels or perhaps is it because the US are quicker to identify the benefits and efficiencies of assigning channel management to specialist teams?



OUR FIRST PARTY RESEARCH FINDINGS

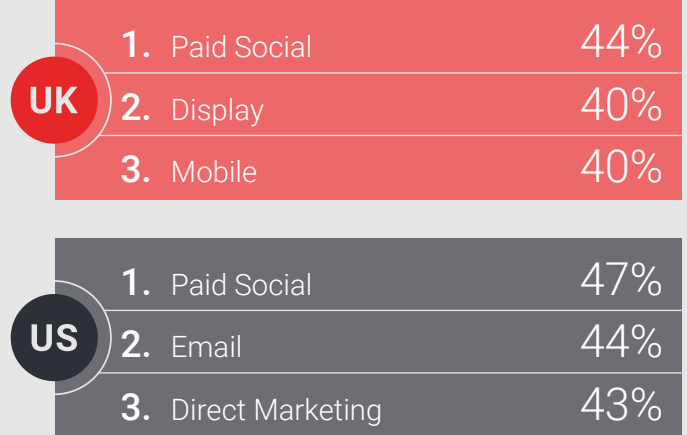
UK | US

WHICH CHANNELS ARE MARKETERS LOOKING TO INVEST MORE IN?



The most prominent differences in investment appear around the deployment of PR (US 29% vs UK 12%) and Sales Outreach (US 41% vs UK 30%).

TOP 3 INVESTMENT AREAS



PAID SOCIAL IS THE CLEAR WINNER WHEN IT COMES TO INVESTMENT INTENTIONS FOR 2022, SUGGESTING A FOCUS ON BUILDING BRAND AWARENESS WITH BOTH UK AND US AUDIENCES.

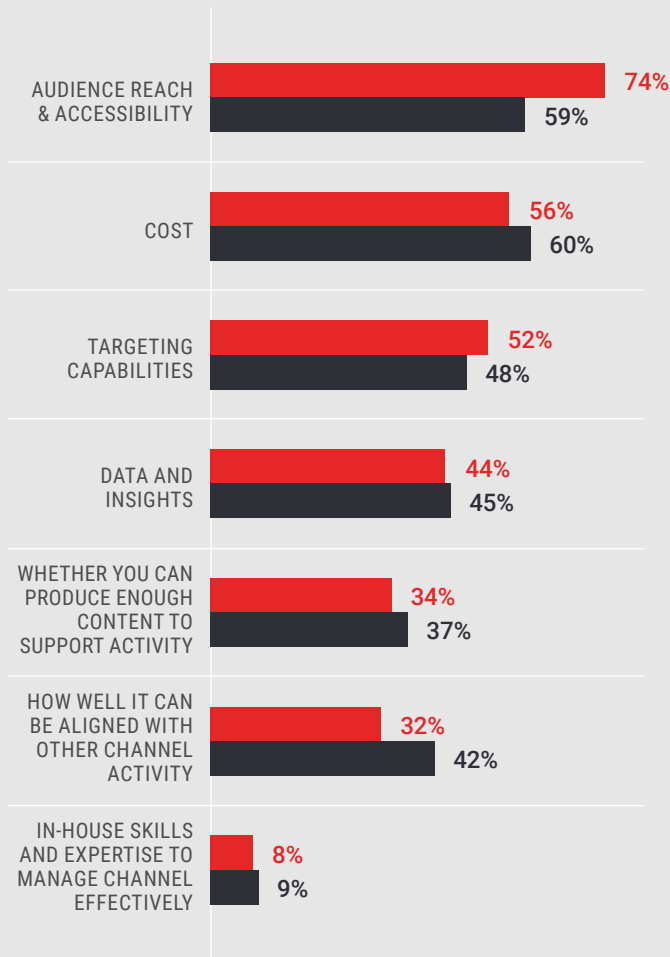
US marketers plan to invest in Email and Direct Marketing, while those in the UK look to spend more on Display and Mobile. This indicates a strong emphasis on communication and reach in the US, and tying up the multi channel experience across different devices and platforms for UK.



OUR FIRST PARTY RESEARCH FINDINGS



WHAT ARE THE KEY CONSIDERATION POINTS GOVERNING CHANNEL SELECTION?



Audience Reach and Accessibility is considered the top consideration point for our UK panel respondents (**74%**) when deciding which channel to utilize, yet the US place it in second place (**56%**) behind Cost (**60%**).

The US also place greater emphasis on 'how well a channel can be aligned with other channel activity' (**42%**) while under a third (**32%**) of UK marketers agree.

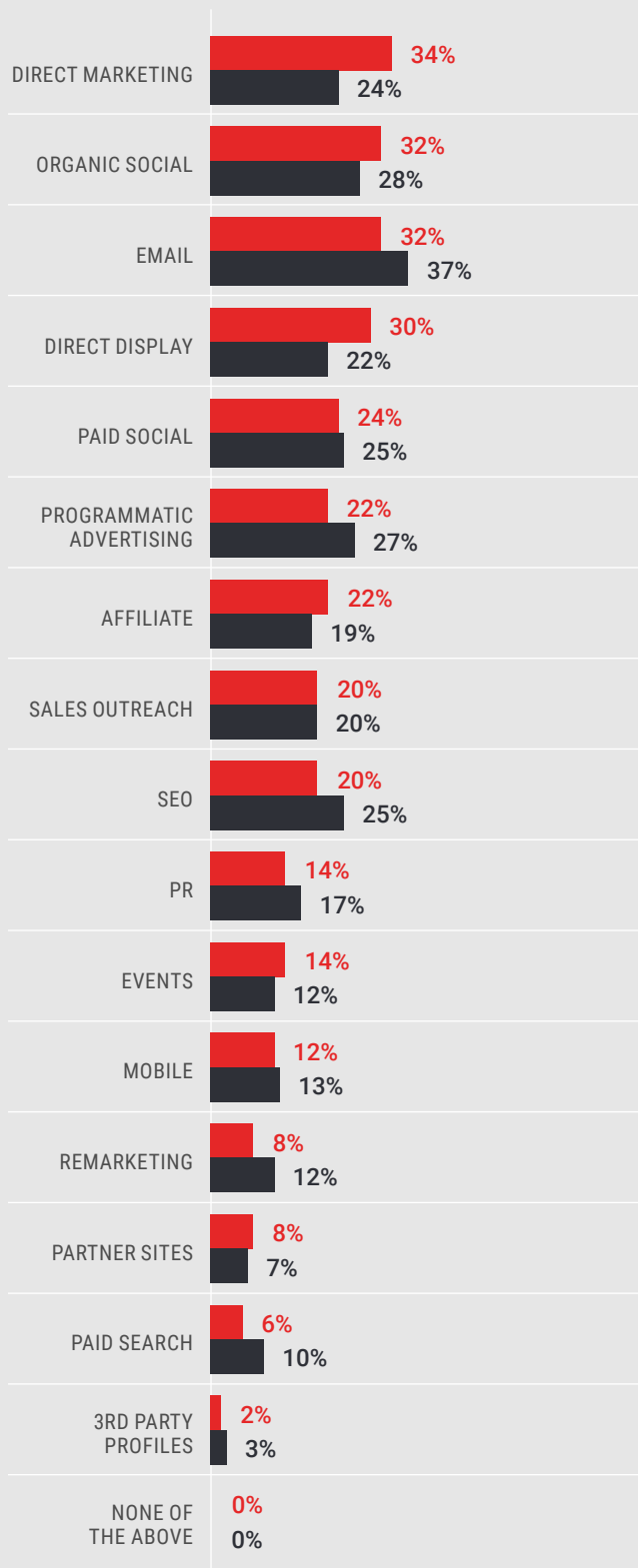
TOP 3 CONSIDERATIONS



Cost inevitably plays a key factor for both US and UK marketing professionals, though marginally more in the US. Reaching and accessing the target audience is given greater consideration in the UK market, suggesting that audience reach is the overarching factor there when it comes to selecting the best performing channels.



WHICH CHANNELS ARE UNDERPERFORMING?



Despite being rated the most critical channel for both the US and UK, Direct Marketing is the biggest underperforming channel for over a third (34%) of our UK panel compared to just 24% of the US. This suggests the US are better equipped at evolving their approach to this channel in order to sustain cut through and engagement.

Direct Display provides the second biggest divide in opinion with the UK voting it the 4th most underperforming channel vs 7th place for US marketers. The mastery of audience reach and accessibility along with targeting capabilities may account for this discrepancy.

TOP 3 UNDERPERFORMING CHANNELS

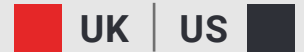


EMAIL AND ORGANIC SOCIAL ARE UNDERPERFORMING ACROSS THE BOARD SUGGESTING BOTH US AND UK MARKETERS HAVE TO WORK HARDER TO IDENTIFY AND OVERCOME CURRENT HURDLES TO PERFORMANCE.

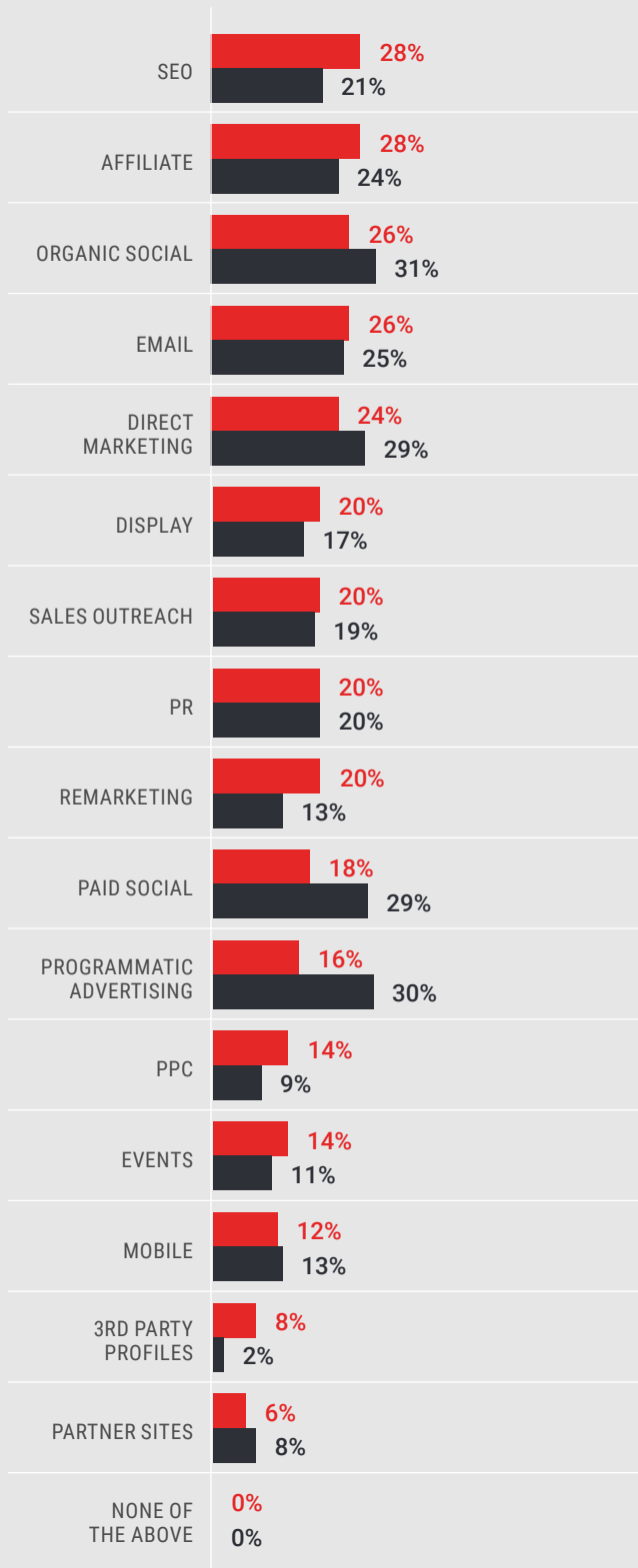
Meanwhile, despite appearing as a critical channel, the US cite Programmatic Display in their 3 most underperforming channels. This indicates that while Programmatic’s facility to drive data-driven messaging and content to tightly defined audiences across the buyer’s journey is recognized by the US, constraints such as niche audiences, quality data and concerns around supply-chain transparency are still preventing this channel from reaching its full potential.



OUR FIRST PARTY RESEARCH FINDINGS



WHICH CHANNELS ARE THE MOST DIFFICULT TO MANAGE?



Programmatic Advertising surfaces once again as a problem area for **30%** of US marketers, citing it as their most difficult channel to manage. This is in comparison to just **16%** in the UK.

Paid Social is also more problematic for US respondents (**28.67%**), yet less so for UK (**18%**). Greater competition within the digital advertising space in the US, causing difficulties when it comes to bidding, could be a contributing factor to these reported differences.

TOP 3 MOST DIFFICULT CHANNELS



US marketers find both Paid and Organic Social difficult to manage, while UK appear to have a better grasp of Paid Social with only **18%** citing it.

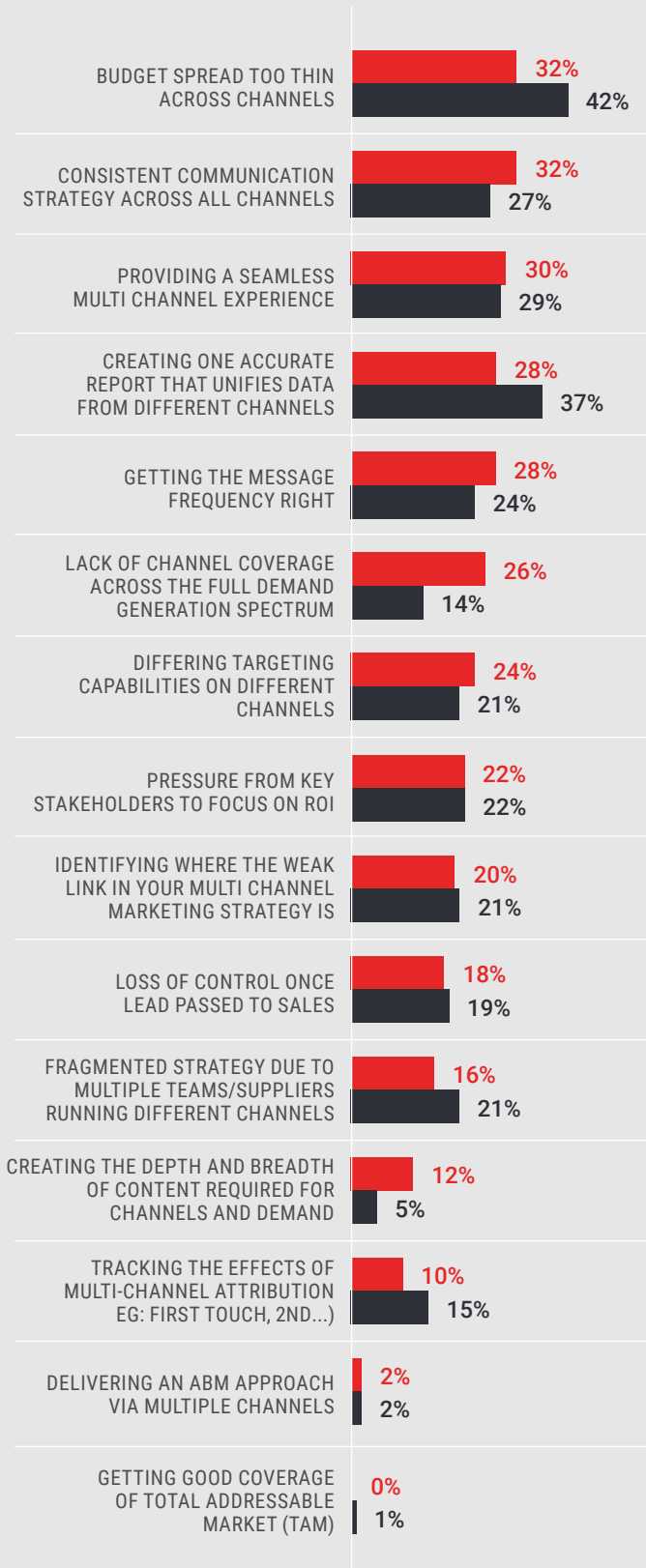
INSTEAD SEO APPEARS IN TOP PLACE AS VOTED BY OVER A QUARTER OF UK MARKETERS.



OUR FIRST PARTY RESEARCH FINDINGS



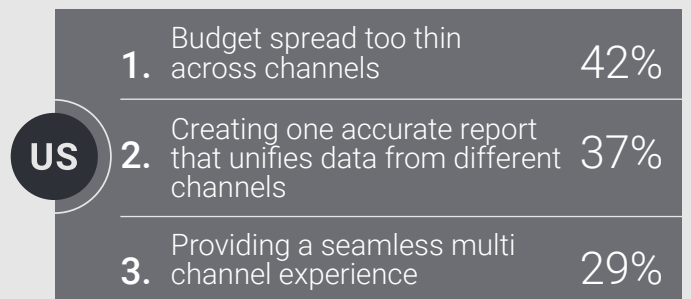
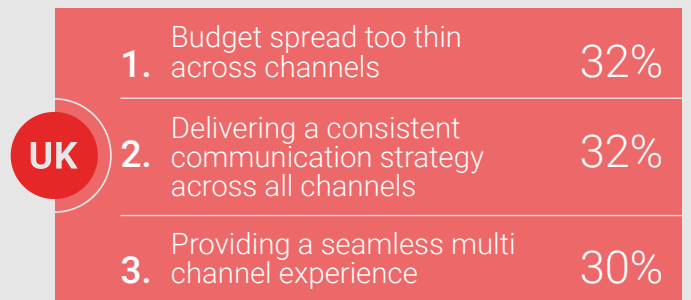
WHAT ARE THE BIGGEST PAIN POINTS AROUND MULTI CHANNEL MANAGEMENT?



42% of US marketers cite 'budget spread too thinly' as their greatest challenge when it comes to multi-channel management. While less than a third of UK respondents (32%) agree, it still comes out top on their list of pain points which suggests it is a significant issue in both the UK and US.

'Lack of channel coverage across the full demand generation spectrum', is a top concern for over a quarter (26%) of UK marketers compared to just 14% of US, perhaps indicating that US marketers are able to tap into more and varied channels spanning their target audiences' life cycle.

TOP 3 PAIN POINTS AROUND MULTI CHANNEL MANAGEMENT

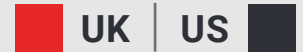


WHEN IT COMES TO MULTI CHANNEL MANAGEMENT, THE MAIN DIFFERENCE BETWEEN THE UK AND US APPEARS TO BE AROUND REPORTING AND CONTENT STRATEGY.

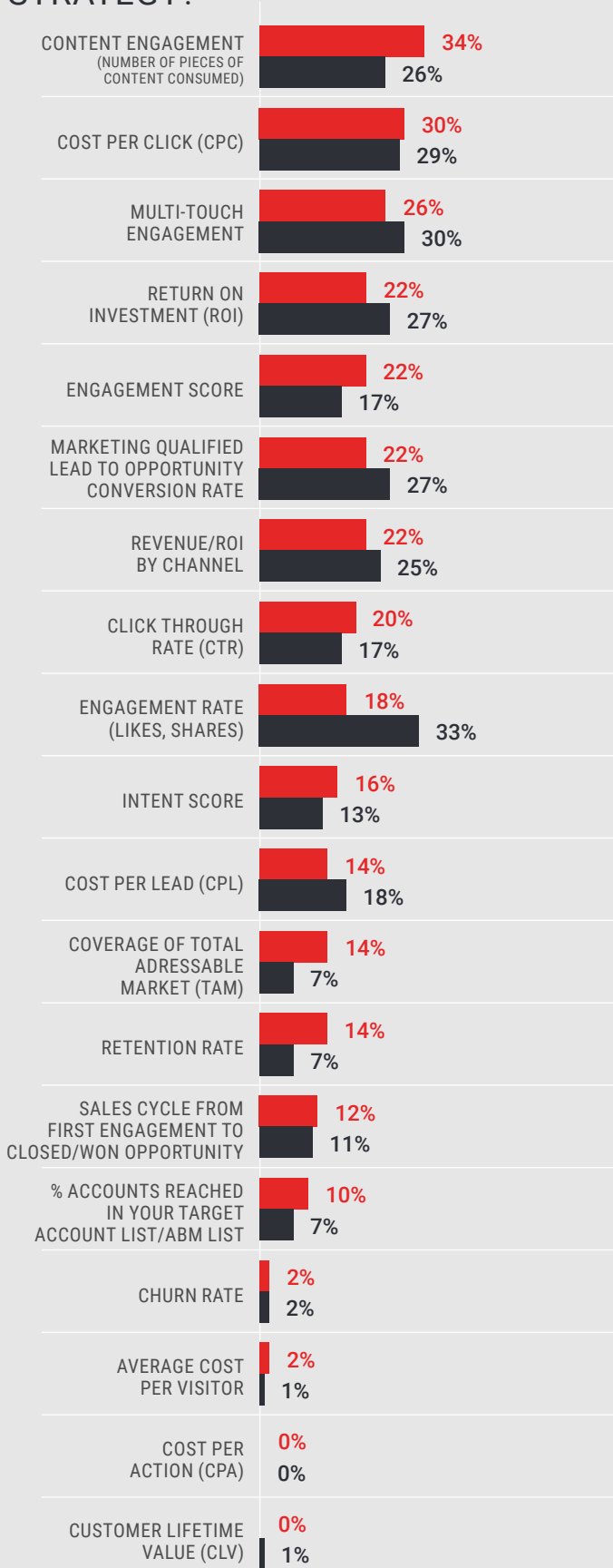
The US place concerns over creating one unified report as their second biggest pain point while it appears as number 4 for the UK. Instead ensuring a coherent communication strategy is near the top.



OUR FIRST PARTY RESEARCH FINDINGS



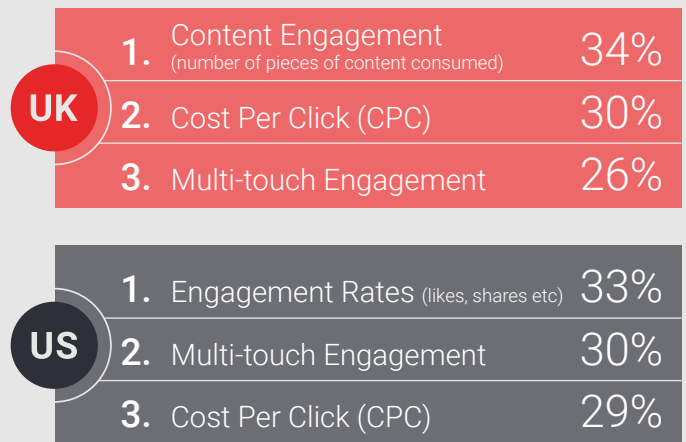
WHICH OVERARCHING KPIs ARE USED TO MEASURE THE OVERALL EFFECTIVENESS OF MULTI CHANNEL STRATEGY?



Just under a third of US marketers (**33%**) consider Engagement Rate (likes and shares) as the overarching KPI to measure overall multi channel strategy effectiveness while less than a fifth of UK marketing professionals (**18%**) agree. They instead cite Content Engagement (**34%**) as their top KPI compared to **26%** of US respondents.

It is also interesting to see UK marketers placing more emphasis on Coverage of TAM and Retention Rate (both **14%**) than those in the US where both are just half of this at just over **7%**.

TOP 3 KPIs FOR MEASURING OVERALL EFFECTIVENESS



ENGAGEMENT RATE (US) VS. CONTENT ENGAGEMENT (UK) – IS IT BETTER TO MEASURE LIKES AND SHARES OR THE AMOUNT OF CONTENT ACTUALLY CONSUMED?

It appears there is a divide in approach depending on what side of the Atlantic you sit. Meanwhile, there is clear alignment between both regions when it comes to CPC and multi-touch engagement.

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