

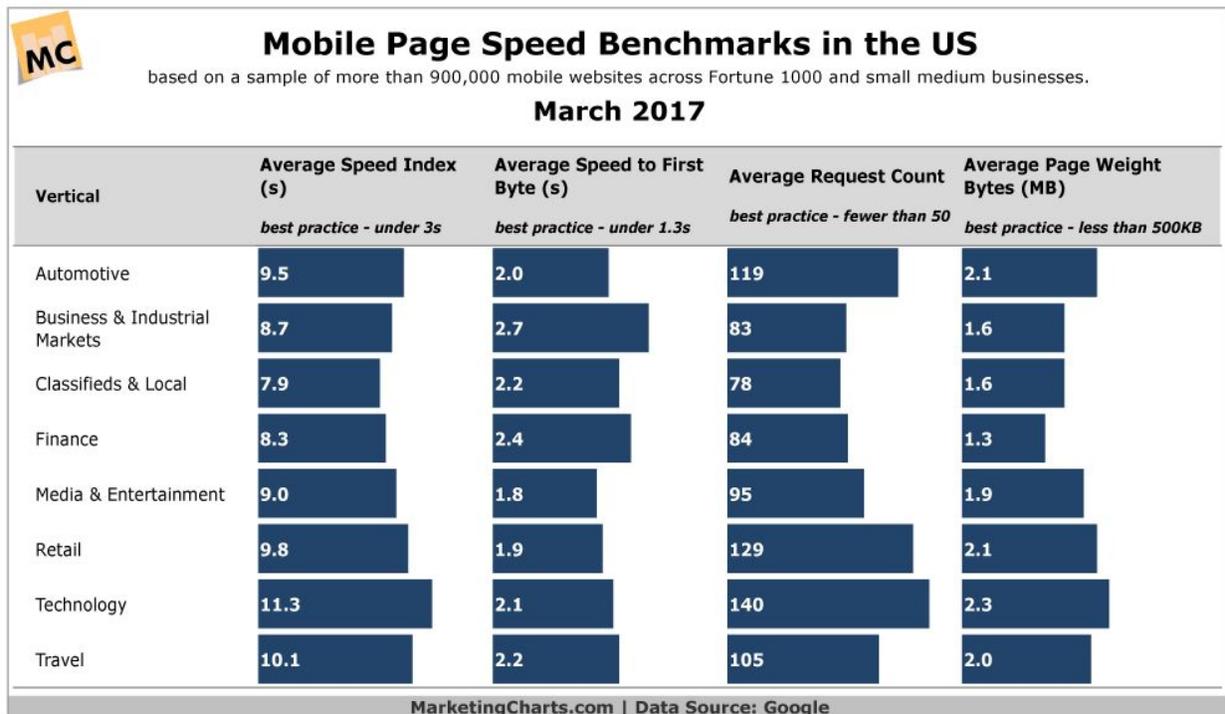


Digital marketing is always changing and we have no choice but to keep up or, ideally stay ahead of the game. Why? Taking advantage of new trends and opportunities is often the difference between a positive or a negative ROI. It's not about knowing what's trending for the sake of knowing what's trending. It can be the difference between success or failed digital marketing campaigns. So let's take a look at 20 digital marketing stats and charts that quickly summarise the state of marketing right now.

# Mobile Marketing

Mobile is the most common way people access the web so you simply have to offer an effective user experience across multiple devices. However, the stats suggest that most businesses still have room for improvement.

## #1: Mobile loading times



**#2: 85% of mobile advertisers think they're providing a positive experience but only 47% of users agree.**

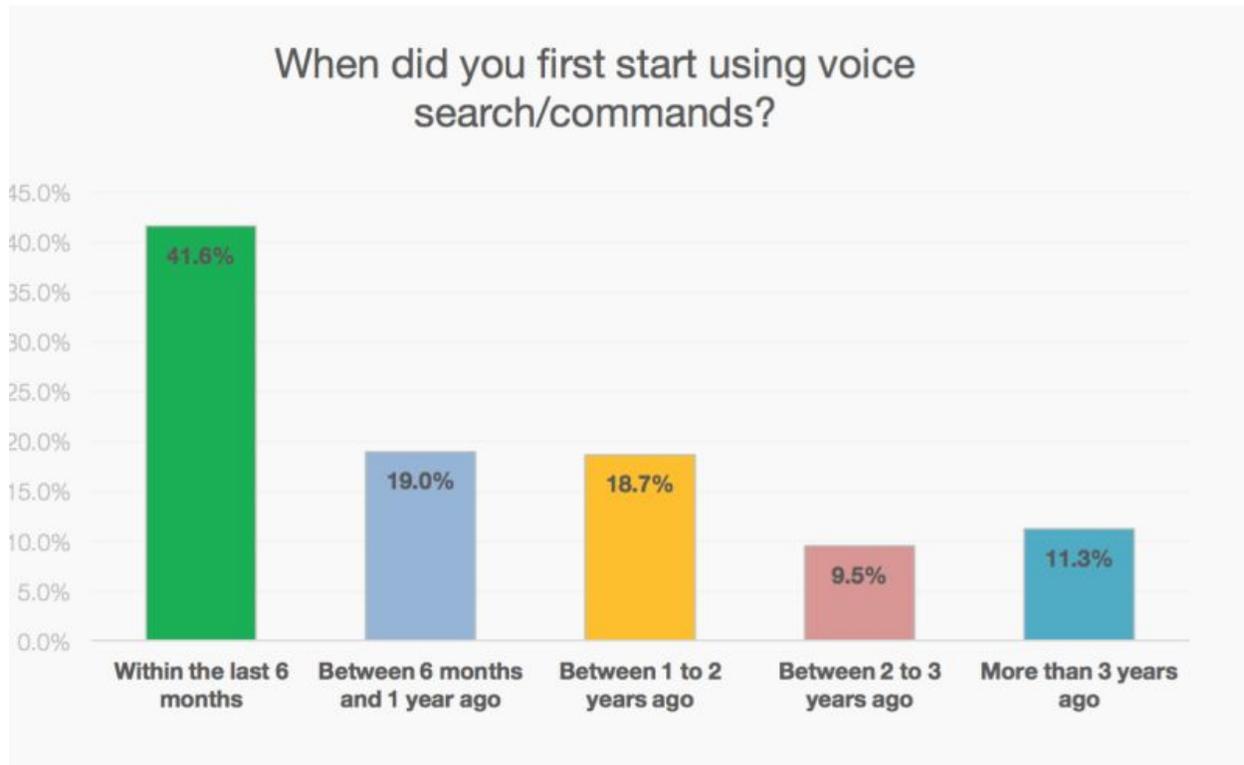
**#3: Mobile will account for 72% of digital ad spend by 2019. ([eMarketer](#))**

It's ten years since the first iPhone was released but most brands are still offering unsatisfactory mobile experiences. Interestingly, most of these businesses don't even realize that they're doing it. There are many violations of "pleasant UX" including bloated sites, sloppy code, and aggressive advertising.

# Search Marketing

The Google algorithm is constantly evolving. If we want traffic from Google we have no choice but to deal with it.

**#4: 60% of people have started using voice search within the last year. ([MindMeld](#))**



**#5: The average number of organic results in Google searches fell from 10 to 8.5.**

([Searchmetrics](#))

**#6: The average word length of content ranking on the first page of Google is 1,890 words.**

([Backlinko](#))

So, what can we learn? Voice search is not getting as much attention as it deserves. Google continues to prioritize its own ads but also prioritizes its own products over organic listings. There's a lot of demand for visual content and most users prefer long-form written content.

## Email Marketing

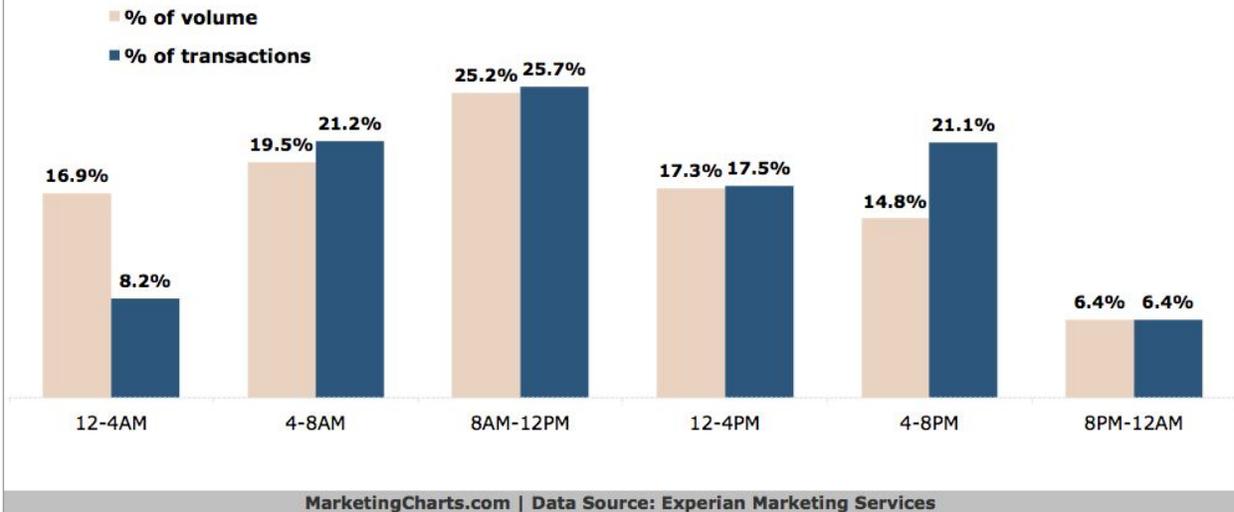
Content and social media marketing get most of the attention but email is still one of the most effective ways to generate new leads and bring existing customers back for additional purchases.

**#7: The best time to send emails: between 4pm and 8pm. ([Experian](#), [Marketing Charts](#))**

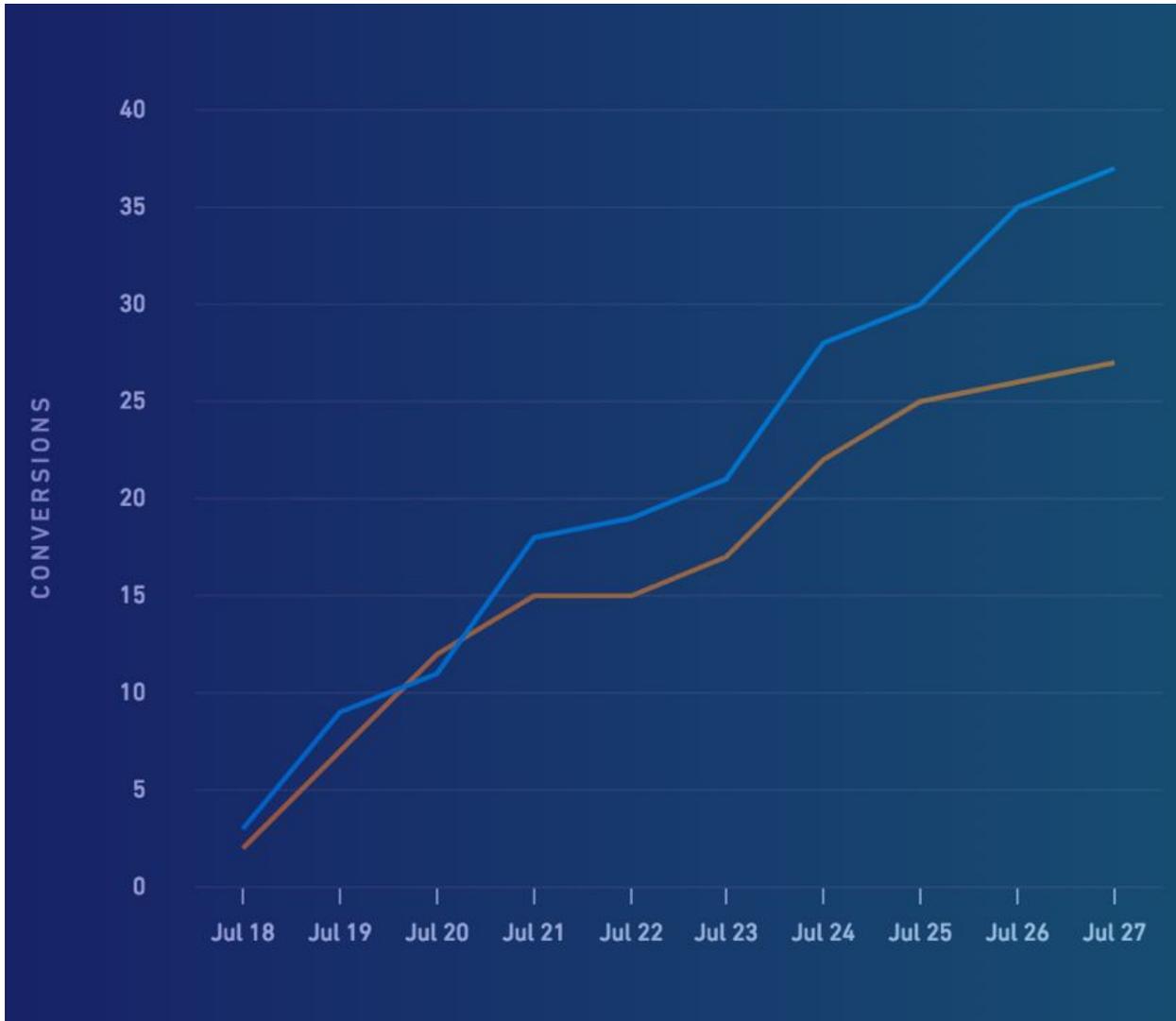


## Email Performance, by Time of Day

based on an analysis of Experian Marketing Services client brands in the US and Canada across 6 major verticals  
in Q4 2016



**#8: Segmented email campaigns have open rates that are 14.32% higher than non-segmented campaigns. ([Mailchimp](#))**



**#9: eCommerce customers who receive multiple abandoned shopping cart emails are 2.4 times more likely to complete the purchase than those who receive only one follow up email. (Experian)**

Therefore, email lists continue to be one of the most valuable *owned* marketing assets but relevancy is critical to optimizing open and conversion rates. Using form optimization tools like [Leadformly](#) to get people to sign up will help. Then use something like [ActiveCampaign](#) to send targeted messages based on what people signed for.

## Conversion Optimization

Conversion optimization is a critical part of marketing - especially for mobile.

**#10: Mobile conversion rates are on the up but still in third place. (Monetate, Smart Insights)**

Conversion Rates by Device		Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Global	Desktop	4.21%	3.84%	3.69%	3.42%	4.14%
	Smartphone	1.35%	1.41%	1.38%	1.21%	1.55%
	Tablet	3.74%	3.24%	3.18%	2.94%	3.56%
US	Desktop	4.28%	3.87%	3.75%	3.51%	4.31%
	Smartphone	1.20%	1.29%	1.27%	1.11%	1.50%
	Tablet	3.68%	3.08%	3.03%	2.79%	3.55%
UK	Desktop	6.89%	6.71%	6.25%	5.77%	5.96%
	Smartphone	3.46%	3.32%	3.17%	3.15%	3.31%
	Tablet	5.12%	4.83%	4.64%	4.46%	4.52%

**#11: The average ROI on CRO tools is 223%. ([Venture Beat](#))**

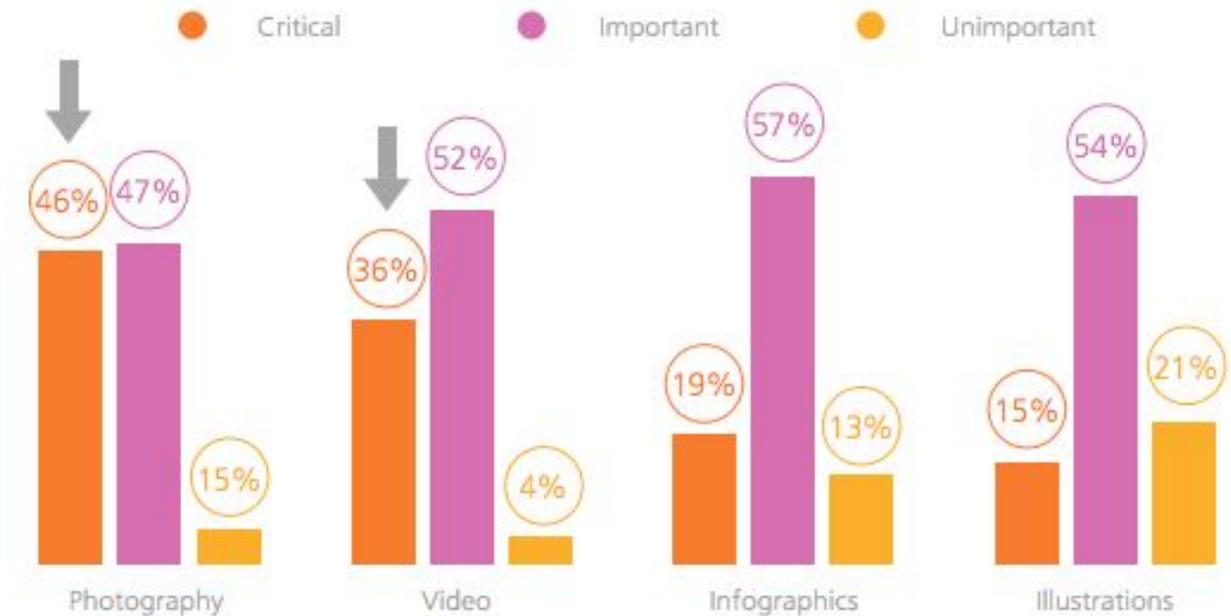
**#12: 4.8% is the average conversion rate for websites using video, compared to 2.9% for those who don't. ([Adélie Studios](#))**

As a result of more business taking conversion optimization seriously, mobile conversion rates are now similar to other devices. However, there's still a lot of friction that needs to be removed in order to maximize sales.

## Content Marketing

Producing great content is difficult! Users have become more demanding about the content they want to engage with.

**#13: 46% of marketers say photography is critical to their current marketing and storytelling strategies. ([CMO Council](#))**



**#14: 72% of marketers worldwide said relevant content creation was the most effective SEO tactic ([Marketing Profs](#))**

**#15: Brands spend 25%-43% of their marketing budget on content, yet only 23% of CMOs feel they are producing the right information for the right audience, and delivering it at the right time and correct format ([Marketing Profs](#), [eMarketer](#))**

**#16: Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads. ([Demand Metric](#))**

Brands that create great content marketing are seeing results but most of them believe they are not getting the most they can out of it. Strategic planning and execution for content marketing remains a challenge and most marketers feel they could be producing even more effective content.

## Social Media Marketing

Social media has become a very "noisy" place.

**#17: 94% of B2B marketers use LinkedIn as part of their content strategy. Other popular platforms include Twitter (87%), Facebook (84%), YouTube (74%) and Google+ (62%). ([Content Marketing Institute](#))**

**#18: Infographics are Liked and Shared on social media 3X more than other any other type of content. ([Mass Planner](#))**

**#19: Social media has become the most popular content marketing tactic reported by 90% of B2C businesses. The next most used content marketing tactics are illustrations and photos (87%), eNewsletters (83%), videos (82%) and website articles (81%). ([Content Marketing Institute](#))**

Brands have figured out that social media is a platform for content publication and "triggering" some engagement as opposed to being a quick fix that leads to instant results. The key success factors are knowing which networks to prioritize, what kind of content to publish and how to target the content to the right people (which often requires the inclusion of advertising in the mix).

## Automation

**#20: Marketers who use automation tools say time is the biggest barrier to advanced marketing while those who *don't* automate say that budget is their biggest barrier. ([Openprise](#))**

**#21: The US Marketing Automation Software industry is a \$3.3B market in 2017, growing 30%+ annually – *SharpSpring*“Investor Presentation Jan 2018” (2018)**

The right automation tools can be enormously helpful because they free up time to focus on strategies that will increase your marketing ROI. Automation is becoming an industry buzzword as marketers realize that automation tools still can still have a significantly positive ROI despite how much they cost.

These digital marketing stats tell us a lot about the state of the industry today. It's the same story every year - the basics of marketing strategy don't change but the execution requires existing tactics to be tweaked or replaced by new tactics.