THE BIG BOOK

of Facts + Statistics that Marketers + Salespeople

NEED TO KNOW

2019

Ledgeview
partners

Throughout this eBook, we share relevant facts and statistics from trusted, global experts on the state of marketing today, and how we relate as salespeople, marketers, and technologists in the current marketplace.

While reading this guide, we hope you discover key themes on sub-topics like email marketing, data analytics, lead personalization, social media marketing trends, video production and content creation, and much, much more, that will help re-shape your perspectives as you dive into the future that is certainly catching up to the present as we publish this resource …

Happy marketing, and may the evolution of technology be on your side as you develop your expertise in the field.

THE FUTURE OF
SALES + MARKETING
IS NOW

*All experts have been credited, and are thanked for their efforts to make this eBook possible. Please refer to **pg. 17** of this eBook guide for a complete list of **credits/resources.***

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What You'll Learn ...

1. CONTENT MARKETING

2. EMAIL MARKETING

3. BLOG

4. WEBSITE

5. VIDEO MARKETING

6. DATA + ANALYTICS

7. LEAD NURTURING

8. MARKETING AUTOMATION

9. SALES + MARKETING ALIGNMENT

10. THE EVOLUTION OF CRM

11. ONLINE PRIVACY + SECURITY

12. SOCIAL MEDIA MARKETING

13. THE FUTURE OF MARKETING

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Content Marketing

- "Content creation is the area of content marketing where there has been the most reported increase in spending over the last 12 months (56%)."

- "93% of the most successful organizations are extremely/very committed to content marketing."

- "72% of the most successful organizations measure content marketing ROI (return on investment)."

- "82% of the most successful organizations' content marketing is sophisticated/mature."

- "73% of the most successful organizations use content marketing successfully to build loyalty with existing clients/customers."

- "94% of the most successful organizations agree they value creativity and craft in content creation and production."

- "92% of the most successful organizations agree there is content marketing buy-in from the highest levels in their organization."

- "76% of the most successful organizations use content marketing to nurture subscribers, audiences, and leads."

- "A CMI (Content Marketing Institute) study, conducted with LinkedIn, found that 75% of companies with high content marketing/sales alignment have a content marketing strategy."

CONTENT MARKETING INSTITUTE, 2019

"Marketo and Forbes report that 93% of B2B companies say content marketing generates more leads than traditional marketing strategies."

VENTURE HARBOUR, 2019

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Email Marketing

- "In 2022, the number of email users worldwide is expected to grow to 4.3 billion, rising from 2017 findings of 3.7 billion users."

- "In 2017 alone, 269 billion emails were sent and received every day. The figure is expected to increase to over 333 billion by 2022."

- "A 2018 DMA report showed that for every $1 you spend on email marketing, you can expect an average return of $32."

- "81% of small to mid-size businesses still rely on email as their primary customer acquisition channel, and 80% for retention, according to a 2018 study by Emarsys."

- "A GetResponse survey showed that the average open rate for a welcome email is 82%."

- "A Yes Lifecycle Marketing report showed that emails with personalized subject lines generate 50% higher open rates than those that don't."

- "A 2018 Omnisend report showed that sending 3 abandoned cart emails results in 69% more orders than a single email."

- "A Martech study showed that adding videos to your emails can increase click rates by as much as 300%."

- "2018 reports from IBM showed that, when it comes to email marketing, 49% of all emails are opened on mobile devices."

Email Marketing ISN'T DEAD!

OBERLO, 2019

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Blog

- "According to HubSpot, 53% of marketers say that blogging is their number one priority."

- "Data from Source.com showed that 43% of people admit to skimming blogs."

- "ConversionXL reported that 36% of people prefer list-based (listicle) headlines."

- "Social Media examiner reported that B2B marketers (75%) are more likely to use blogs in their social media content than B2C marketers (61%)."

- "TechClient reported that websites with blogs tend to have 434% more indexed pages than those without a blog."

- "Statista reported that the number of bloggers, globally, is expected to reach 31.7 million by 2020."

- "JeffBullas.com reported that blog articles with images get 94% more views than blogs without images."

- "NYTmarketing revealed that 94% of people who share posts do so because they think it might be helpful to others."

"B2B marketers that use blogs get 67% more leads than those that don't according to HubSpot."

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Blog

- "SearchMetrics reported that the average word count of top-ranking content (in Google) is between 1,140-1,285 words."

- "Social Media examiner reported that 71% of marketers use visual assets as part of their content (blog) marketing strategy."

- "HubSpot's 2018 State of Inbound report showed that marketers who prioritize blogging are 13x more likely to achieve a positive ROI on their efforts."

- "HubSpot reported that companies who blog receive 97% more links to their website."

- "Search Engine Journal reported that SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate."

- "Search Engine Journal reported that 70-80% of users ignore paid ads and only focus on organic results."

- "HubSpot says blogs have been named the fifth most trusted source for accurate online information."

- "The Content Marketing Institute reported that 61% of the most effective B2B content marketers meet with their content team daily or weekly."

> "HubSpot reported that, on average, compounding blog posts make up 10% of all blog posts, and generate 38% of overall website traffic."

http://

iMPACT, 2019

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Website

- "50% of potential sales are lost because users can't find the information they want, even in a website's core navigation."

- "38% of people will stop engaging with a website if the content/layout is unattractive."

- "You have 10 seconds to leave an impression and tell them what they'll get out of your website and company. After this time (and oftentimes before), they'll leave."

- "Once your page loads, users form an opinion in .05 seconds."

- "47% of people expect a web page to load in 2 seconds or less."

- "39% of people will stop engaging with a website if images won't load or take too long."

- "Once on a company's homepage, 64% of visitors want to see the company's contact information."

- "47% of website visitors check out a company's products/services page before looking at any other section of your website."

- "40% of people will choose a different search result if the first is not mobile friendly."

- "73% of companies are investing in design to differentiate their brands."

"48% of people cited a website's design as the number one factor in deciding the credibility of a business."

BLUE CORONA, 2018

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Video Marketing

- "85% of all internet users in the United States watched online video content monthly on multiple devices, according to 2018 reports from Statista."

- "A 2018 HubSpot report showed that 54% of consumers want to see more video content from a brand or business they support."

- "A 2019 Wyzowl study showed that 87% of marketing professionals use video as a marketing tool."

- "A 2018 Animoto report concluded that videos are a consumers' favorite type of content."

- "Similar reports from Animoto showed that 88% of video marketers are satisfied with the ROI of their video marketing efforts on social media."

- "Video marketers get 66% more qualified leads per year according to a 2019 report from Optinmonster."

- "A 2018 Forbes article reported that the average user spends 88% more time on a website with a video than one without."

- "A 2018 Wyzowl report showed that where both video and text are available on the same page, 72% of people would rather use video to learn."

OBERLO, 2019

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Data + Analytics

- "High-performing marketers are 1.7x more likely than underperformers to treat the ability to piece together unique customer identities as a critical marketing technology requirement."

- "Marketers are using more data management platforms (DMPs). They expect to increase their use of DMPs by 64% by 2020."

- "55% of marketing leaders now report using a DMP, and another 35% plan to use one within the next two years."

- "43% of marketers are now tracking customers' overall lifetime value, while 49% track mobile analytics."

"54% of marketers have a free and open flow of customer data between them and their service teams, while 53% share common goals and metrics."

- "52% of marketers track how many and how often they receive referrals from customers."

- "51% of marketers track how much it costs to acquire a given customer."

- "87% of marketing teams share integrated technology stacks with advertising teams, underscoring the importance of unifying data to create the right experience on the right channel at the right time."

SALESFORCE, 2019

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Lead Nurturing

- "Hubspot reports that 65% of businesses say generating traffic and leads is their BIGGEST marketing challenge."

- "According to Ascend2, 48% of businesses say most of their leads require 'long cycle' nurturing with MANY influencers."

- "Marketo confirms that 96% of your website visitors are NOT ready to buy yet …"

- "Ascend2 reports that 51% of email marketers say email list segmentation is the most effective way to personalize lead nurturing."

- "74% of companies say converting leads into customers is their top priority, according to Hubspot."

> **"Lead nurturing is a proven tactic for savvy marketers looking to drive more high-quality opportunities into sales pipeline that later results in more closed/won deals."**
>
> ACT-ON SOFTWARE, 2019

> **"Lead nurturing helps you create value, boost your brand, and build trust."**
>
> CLICKDIMENSIONS, 2019

- "Hubspot reports that B2C companies that blog 11+ times per month generate as many as 4x the amount of leads compared to those who only blog 4-5 times per month."

- "According to Demand Gen, only 29% of brands nurture their existing customers past their initial purchase."

- "According to Ascend2, 57% of marketers credit lead nurturing as the most valuable feature of their marketing automation software."

VENTURE HARBOUR, 2019

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- "Marketing automation drives a 14.5% increase in sales productivity and a 12.2% reduction in marketing overhead."

- "80% of users increased their leads by using marketing automation software and almost as many (77%) saw an increase in conversions."

- "63% of marketers plan to increase their marketing budget this year."

- "74% of respondents in an Invespcro survey said the technology's ability to save them time was its largest benefit."

- "92% of marketing automation users said their main goal was to improve their qualified lead pipeline, closely followed by customer retention at 81%, and the lead nurturing process at 66%."

- "58% of industry leaders using marketing automation say that conversion rate and revenue generated are the most useful metrics to measure."

- "27% of companies say they still never consider themselves 'new' to marketing automation."

"86% of marketers consider 'ease of use' to be the most important factor when evaluating marketing automation tools."

- "61% of companies say increasing lead generation is their most important strategic goal of marketing automation strategy, while 57% say lead nurturing is."

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Marketing Automation

- "Invespcro found that 47% of companies say their most important strategic goal of marketing automation strategy is to boost sales revenue, while 36% say it's improving customer engagement, 29% say it's improving marketing productivity, 28% say it's improving campaign measurability, and 22% say it's improving campaign targeting."

INVESPCRO, 2019

- "Marketers using three or more channels in their marketing campaigns earned a 90% higher customer retention rate, and 250% higher engagement and purchase rates."

- "Targeted campaigns yield a much higher ROI: in comparing segmented with non-segmented campaigns, we found that segmented campaigns not only provided a 34.7% higher open rate, but they offered 26.5% more orders than non-segmented campaigns."

- "We found that marketers who targeted their campaigns into smaller segments and engaged with personalized campaigns attained an open rate of 28.05%. This is a 34.7% higher open rate than non-segmented campaigns, who had an 18.3% open rate."

OMNISEND, 2019

Sales + Marketing Alignment

- "Only 35% of salespeople think marketing knows what they need."

- "47% of marketing teams don't have a documented buyer's journey."

- "56% of marketing teams don't identify gaps by persona."

- "One-third of marketing and sales teams don't talk regularly."

- "55% of marketers don't know which assets sales use most."

- "35% of marketing teams don't have a process for internal ideation."

- "Marketing leaders are 3x less likely to call lack of visibility into priorities outside their team a top barrier to success."

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STEPS TO USING MARKETING AUTOMATION
to Create Sales & Marketing Alignment

Ledgeview partners

SALES MARKETING CUSTOMER SERVICE AND CRM CONSULTING

- "No one knows who owns the customer experience. When you ask your departments, you'll probably get many different answers. That's because *everyone* needs to be accountable for the customer experience."

- "62% of survey respondents said consistent messaging is a must."

- "CMP (certified marketing professional) users are as likely as non-users to say sales doesn't use their content."

MARKETEER, DEC. 2018

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The Evolution of CRM

- "Nutshell reports that 22% of salespeople still don't know what a CRM is."

- "HubSpot confirms that 13% of companies say investing in a CRM is a top sales priority this year."

- "Nutshell reports that 65% of companies adopt a CRM system within the first five years of business. The report also showed that 74% of CRM software users said their CRM system gave them improved access to customer data."

- "Nutshell also reported that CRM applications can help increase sales by up to 29%, sales productivity up to 34%, and sales forecast accuracy by 42%."

- "A 2018 HubSpot report showed that 37% of companies say sales enablement is a top marketing priority. The same report found that 40% of companies say getting a response from prospects is more difficult now than 2-3 years ago."

- "The same 2018 HubSpot report found that 75% of companies say closing more deals is a top sales priority this year, and 48% of companies say that improving sales funnel efficiency is a top sales priority this year."

- "Nutshell reported that 47% of CRM users said that their CRM had a significant impact on customer retention. In that same report, 24% of sales reps reported achieving their annual sales quota due to mobile access to their CRM."

- "Nutshell reported that the average return on investment (ROI) on CRM software is $8.71 for every dollar spent."

G2CROWD, 2019

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Online Privacy + Security

- "73% of cyberattacks are carried out for economic reason, and over 40% of cyber crime attacks target small businesses."

- "Cost of cybercrime damages will cost $6 trillion annually by 2021, up from $3 trillion just a year ago."

- "4,000 ransomware attacks take place every day."

- "Globally, cybercrime is the second most reported cyber security crime."

- "1 in every 131 emails contain malware."

- "93% of data breaches happen within minutes, and 83% aren't discovered for weeks."

- "Weak or stolen passwords is the most common tactic among cybercriminals. 81% of cyber attacks are based on weak or stolen passwords."

- "59% of brand respondents and 40% of agency respondents said that their organization has either appointed or are planning to appoint a data protection officer."

- "60% of respondents said GDPR has significant changed their organizations' workflows for collecting, using, and protecting personal information."

- "60% of CMOs and senior-level marketers believe that GDPR will make it harder to build a direct relationship with the consumer."

Social Media Marketing

- "Changes to SEO/search algorithms is the top content marketing issue of importance to organizations (61%), followed by changes in social media algorithms (45%), and content marketing as a revenue center (41%)."

CONTENT MARKETING INSTITUTE, 2019

- "97% of social advertisers credit Facebook as their most-used and most useful social media platform."

- "As of October 2018, Facebook still had a little over 2 billion global users."

- "YouTube outranks Facebook as the most-visited website on the internet in 2018."

- "After YouTube, 40% of consumers said they watch the most video content on Facebook."

- "70% of social advertisers credit Facebook as their most usable platform for achieving their marketing goals."

- "Brands see a median engagement rate of 0.09% per Facebook post."

- "2 billion likes occur on Instagram every day."

- "Instagram profiles saw a follower growth rate of 17-33% during 2018."

- "Videos get 21.2% more interactions compared to images and 18.6% more interactions compared to carousels."

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Social Media Marketing

- "88% of social advertisers use Twitter, which makes the platform more popular than Instagram."

- "In 2018, Twitter earned a total of $665 million in revenue during its first quarter, a 21% increase from 2017. $575 million of this total revenue came from ads alone."

- "From May, to June 2018, Twitter suspended more than 70 million fake and suspicious user profiles. The platform currently has 326 million monthly active users."

- "LinkedIn performs 277% better than Facebook and Twitter when it comes to generating visitor-to-lead conversions."

- "80% of social media B2B leads come from LinkedIn."

- "89% of B2B marketers include LinkedIn in their digital marketing matrix."

- "61% of LinkedIn users engage with content on the platform because it's relevant to them, while 56% of professionals access LinkedIn using multiple devices."

- "Social networks are the largest source of inspiration for consumer purchases with 37% of consumers finding purchase inspiration through the platforms they use."

- "Social media advertising spend in the U.S. is expected to reach $18.4 billion in 2019."

- "50% of consumers said that seeing user-generated content would increase their chances of buying products through a brand's social media channel."

- "80% of social marketers said that their key strategy is to increase engagement across their channels."

SPROUT SOCIAL, 2019

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The Future of Marketing

Typically, when you hear the word "future" you think of years, decades, or even centuries away, but marketers often know better than anyone about how fast the future catches up with the present.

As long as technology keeps evolving, those in the profession must be more present and aware of current and upcoming trends. So, whether you decided to read this eBook because you're planning your future marketing tactics, wanted detailed insights into the current state of marketing, or are planning a major strategy update, there are **key consistencies** in this data we hope you realize and walk away with …

Throughout these chapters, statistics showed us that **content** is still the **number one** way we reach our audiences today (especially with **short-form video**), whether on **social media** or through our **email marketing** or **marketing automation campaigns**, which are made more effective when intertwined with CRM (customer relationship management) technology.

Personalization mustn't be ignored as the **number one rule** to developing deep, loyal relationships with our target audiences. The **customer experience** means more than most everything else as we plan our marketing strategies. There is **supreme value** in providing them a cohesive marketing experience that not only plays to their individual needs, but the needs of others. The **modern consumer** cares about the greater good, and, therefore, so must our brands and how we market them.

> "The buyers' journey is constantly evolving though, so marketers must learn to adopt modern marketing techniques that better address customers' needs at each stage of the buying cycle."
>
> ACT-ON SOFTWARE, 2019

In turn, we must be able to continue to **prove our techniques are working** through reporting, which makes tie-ins between marketing automation, email marketing, social media networks, etc. and CRM technology critical. There are many analytic platforms that marketers can take advantage of outside of **CRM** if they're unable to access it or their organization doesn't see a need for it. So long as **web and social media integrations** are present and running, the data we achieve should be accurate. We must avoid skews to deliver results and increase our **ROI (return on investment)** as marketers.

In its **"State of Marketing 2019"** report, **Salesforce** advised we look to artificial intelligence as it emerges in our day-to-day.

Salesforce predicts that by 2025, 95% of all consumer interactions with a brand will be completed through AI.

The future is now, and in order to succeed as both salespeople and marketers, we must be reactive to these statistics and facts.

> **"Market with purpose – never market just to market."**
>
> JULIA FLAHERTY,
> *LEDGEVIEW PARTNERS*

Pg. 19

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About Ledgeview

Ledgeview Partners is a business and technology consulting company who partners with organizations to transform sales, marketing and customer service operations & processes that are supported by core technologies including Customer Relationship Management (CRM) and Marketing Automation.

*Ledgeview Partners' consultants combine savvy business intellect with strong technological aptitude to provide solutions that extend well beyond software implementations. It's about building relationships, transforming business, **and** delivering phenomenal customer experiences.*

Ledgeview Partners is a Microsoft Dynamics Gold Partner and a Salesforce Silver Consulting Partner.

Our Process 1st and Technology 2nd approach has earned us a proud and proven 98% customer retention rate.

Sales   **Marketing**   **Customer Service**   **CRM**

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SILVER
salesforce
2019
PARTNER

Microsoft Partner
Gold Cloud Customer Relationship Management
Microsoft

TOP B2B COMPANIES
Clutch
GLOBAL 2018

AWARDED TOP 20 MICROSOFT DYNAMICS CRM BLOG

920.560.5571 | LedgeviewPartners.com | ContactUs@LedgeviewPartners.com