



How Much Are Businesses Spending on

DIGITAL MARKETING &

What Are They Spending it On?

HOW MUCH ARE THEY SPENDING?



According to a Gartner CMO Spend Survey released in late 2016, marketing budgets appear to be climbing consistently. In fact, according to the CMO survey, budget increases have been steady for the past 3 years. The survey revealed 2016 budgets to be at 12% of company revenue.

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With the average at 12%, survey results show that companies with more than \$5 billion in revenue are spending 13% of their revenue on their marketing budgets.

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On the lower end of the scale, companies with \$250 million to \$500 million in revenue spend closer to 10% of their annual revenue on marketing.

03

When you break businesses down into different market segments, the numbers start to fluctuate a bit from the average. View the chart in our blog article to discover more.



WHERE THE [MONEY] GOES

Websites and Digital Commerce

The 2016-2017 CMO survey showed that marketers spent 9% of their budgets on websites, which was higher than all of the other categories surveyed.

The next largest spend of those surveyed was digital commerce, with marketers spending 8% of their budget on this aspect of marketing.



Social, Mobile and Email

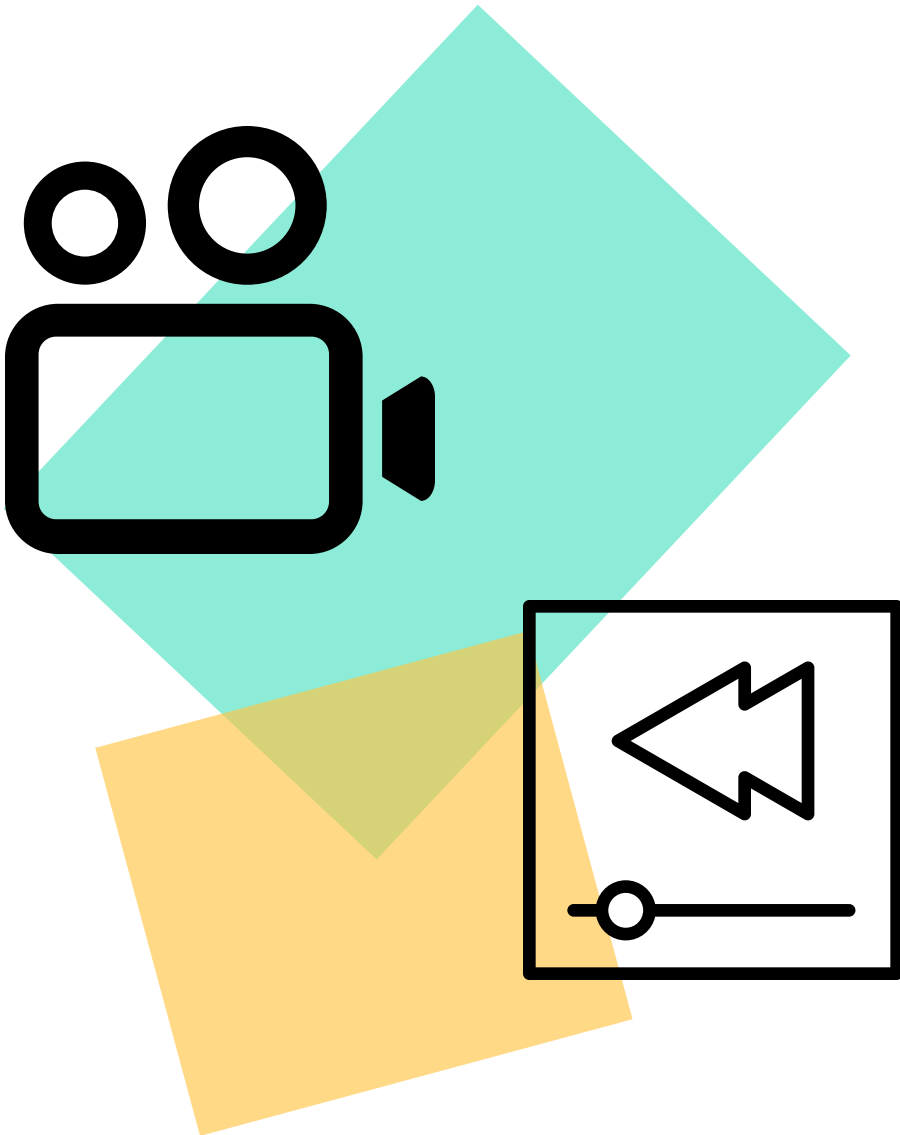
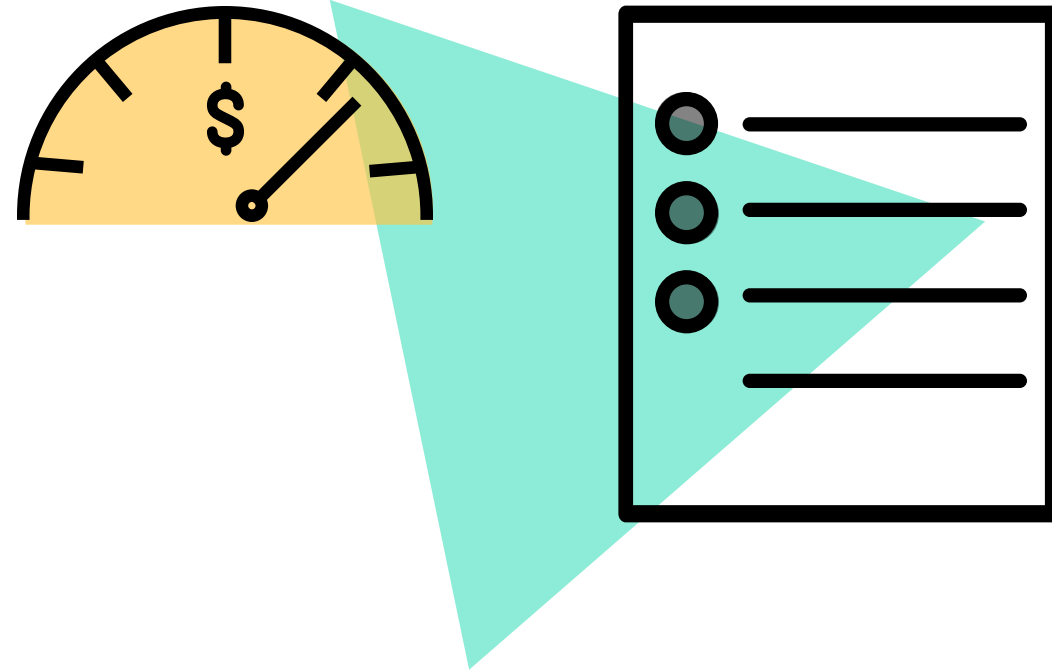
Another recent study, by GetResponse, indicated that social media, mobile and email marketing are a main focus for many small businesses in 2017.

Of those surveyed, 59% indicated they would be increasing marketing efforts on Facebook, LinkedIn and Twitter specifically, while 50% highlighted mobile marketing, and 42% planned to focus on email marketing.

Content Marketing

According to the Content Marketing Institute, "Content marketing has become an almost universal tactic, with almost 90% of companies using it in 2016, and even more utilizing it in 2017.

While a MarketingProfs report indicates that businesses spending 39% or more of their marketing budgets will be more successful.



Online Video Marketing

Statistics gathered by Hubspot indicate that video marketing is only going to grow in the years to come. In fact, "video is projected to claim more than 80% of all web traffic by 2019."

Adding a video to your marketing emails can effectively increase click-through rates by 200-300%. Right now, 87% of online marketers are using video marketing as part of their overall digital marketing efforts, and it isn't showing signs of slowing down any time soon.



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