

# Philanthropy Trends



## What Works in Online Marketing? 7 Big Takeaways from a Survey to Online Marketers

Source: Forbes

A 2017 survey of 365 online marketers covered questions about online marketing tactics including content marketing, Search Engine Optimization (SEO), social media marketing, influencer marketing, and link building. It asked the participants about which strategies they were using, how they were using them, how much they planned to spend, and what kind of results they were seeing. Here are the key takeaways from their responses:

### 1. Marketers are happy to spend more.

First up, marketers are planning to increase their budgets—all over the board. A whopping 45 percent of marketers say they are going to increase their “overall” marketing spending, and another 30 percent are going to keep their budgets the same.

### 2. Social is still big, and you-know-who is dominating.

When the survey asked about Return on Investment (ROI), social media marketing had the top percentage of participants claiming they saw positive ROI from the strategy, at 44 percent. Within the social media realm, Facebook is still the king; 88 percent of participants are currently using Facebook for their brands, and 53 percent list it as their best-performing social platform in terms of ROI.

### 3. Instagram is the fastest-rising star.

The biggest disruptor in the survey was Instagram, a platform which jumped from being near the bottom in terms of popularity to being the second most-used social media platform overall.

### 4. Marketers are happy, but objective results are inconclusive.

Marketers seem pleased, overall, with the effectiveness of their campaigns, yet for almost every strategy, the majority of participants responded that they were “unsure” about its return on investment (ROI).

### 5. The top modes of content are...

Participants were also asked what content mediums they most often use to get information about the industry (and other industries). In order, the top results were blog posts, YouTube videos, email newsletters, and long-form content like whitepapers and eBooks.

### 6. Link building is underutilized.

Inbound links are one of the top two factors in Google’s organic search ranking algorithm, yet 43 percent of marketers aren’t using it at all. It could be due to link building’s perceived difficulty—after all, it’s listed as the third-most difficult strategy to execute—but still, link building is highly underutilized compared to its known effectiveness in SEO.

### 7. Marketers are eager for what’s next.

Marketers are optimistic and looking forward to the future. Most marketers are increasing their budgets, and many marketers who aren’t currently using specific strategies like social media marketing and influencer marketing are moving to adopt them. In addition, 60 percent of marketers believe social media will only become more effective over the next 5 years, and more than 75 percent of marketers believe that SEO will either never become obsolete.