

THE NEW WEB OF ONLINE MARKETING

With digital deliverables quickly taking precedence over print-based productions, today's marketers must keenly monitor their brand's online presence. But before campaign managers can fully align their messaging, they'll need to assess which channels they should be routing it through.

SEARCH ENGINE MARKETING

This approach requires more science than art, combining **SEARCH ENGINE OPTIMIZATION** and **PAID ADVERTISEMENTS** to improve brand visibility surrounding targeted terms.



More than 5% of all U.S. and U.K. web visits go through Google properties, making **THE SEARCH ENGINE THE START OF MANY CUSTOMER JOURNEYS.**

SOCIAL MEDIA MARKETING

Facebook, Twitter and LinkedIn are now **PRIMARY TOUCHPOINTS** for potential customers.

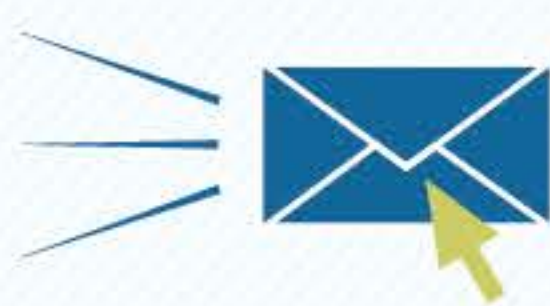


U.S. web users spend **27%** of all browsing time on social media websites.



EMAIL

Email campaigns persist in the marketing mix thanks to their **BROAD AUDIENCE REACH.**



72% of B2B customers are most likely to share useful content via email.



MOBILE



With more than half of American cell phone owners now holding a web-enabled device, campaigns must be optimized for **ON-THE-GO ENGAGEMENT.**



1.4 MILLION marketers will be dedicated to this specific segment in 2015.

CONTENT MARKETING

SHOWCASING ONE'S KNOWLEDGE AND PERSONALITY via blogs, videos and (of course) infographics is uniquely attractive to the educated customer.



64% of B2B marketers admit that **PRODUCING ENOUGH MATERIAL** is their top content marketing challenge.

profiles

WWW.CAREERPROFILES.COM



Sources:

econsultancy.com/us/blog/63566-10-interesting-digital-marketing-statistics-we-ve-seen-this-week-11?utm_medium=feeds&utm_source=blog

press.experian.com/United-States/Press-Release/experian-marketing-services-reveals-27-percent-of-time-spent-online-is-on-social-networking.aspx

blogs.salesforce.com/company/2013/07/email-marketing-stats.html

pewinternet.org/Reports/2013/Smartphone-Ownership-2013/Findings.aspx

adage.com/article/digital/study-mobile-marketing-industry-employ-1-4-million-2015/241328

contentmarketinginstitute.com/wp-content/uploads/2012/11/b2bresearch2013cmi-1210231-51728-phpapp01-1.pdf