



DIGITAL MEDIA REPORT

2014



marginmedia



WHAT'S INSIDE?

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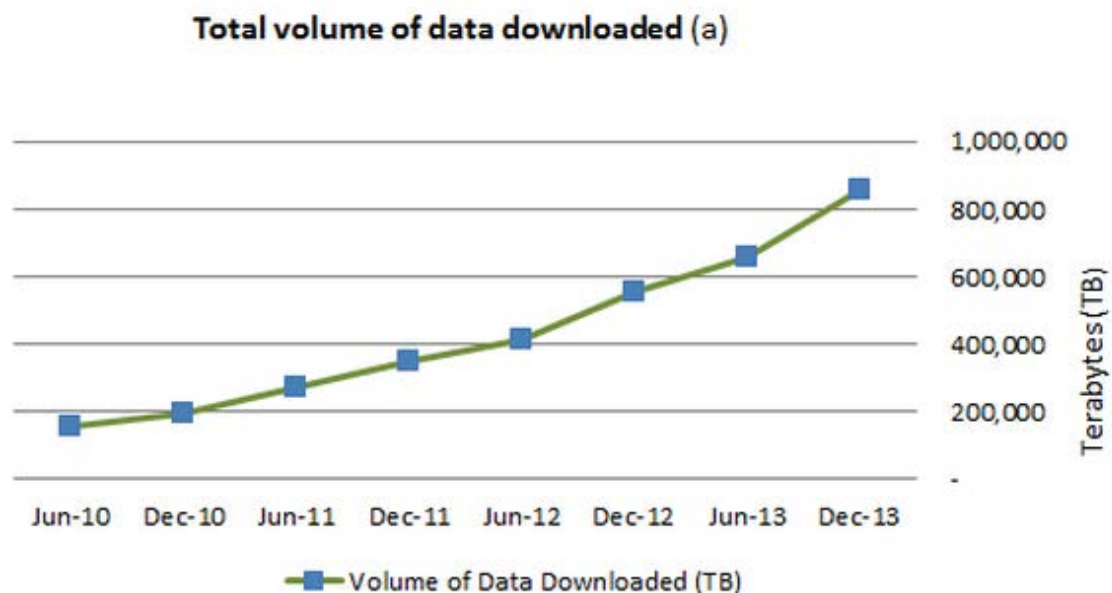
16. References

1 OVERVIEW OF AUSTRALIAN WEBSITE USAGE VS THE WORLD

Australia	Australia	Global	Global
22,262,501 People	89% Urban vs 11% Rural	7,095,476,818 People	52% Urban vs 48% Rural
18,129,727 Internet Users	81% Internet Penetration	2,484,915,152 Internet Users	35% Internet Penetration
12,800,000 ACTIVE Facebook Users	57% Facebook Penetration	1,85,680,860 Active Social Network Users	26% Social Networking Penetration
24,400,000 ACTIVE Mobile Subscriptions	110% Mobile Penetration	6,572,950,124 Mobile Subscribers	92% Mobile Penetration

(WAS)

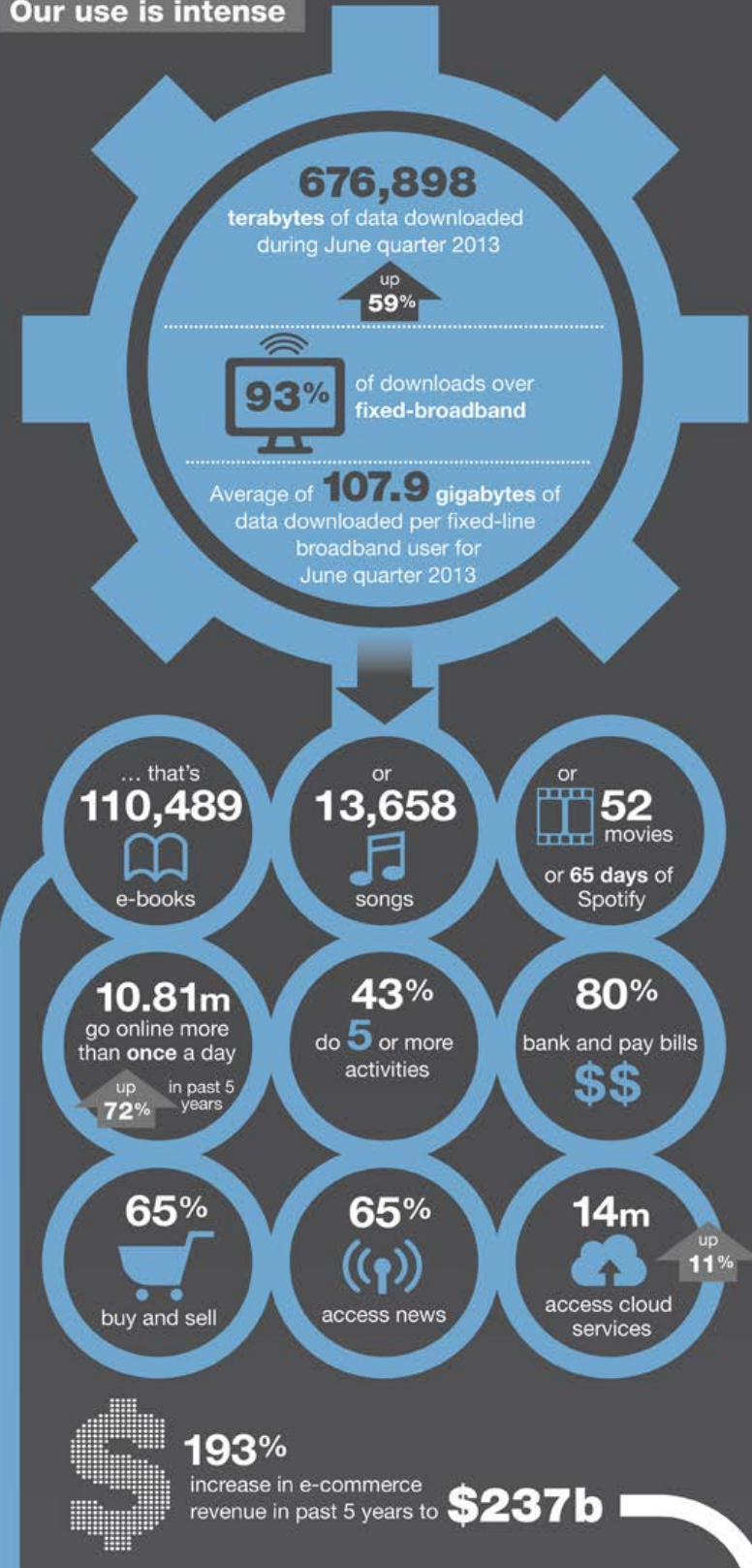
Australians are downloading a lot of data, and it's only increasing. Up 59% from June 2012 (ACMA). Could it be because we're the biggest nation of pirates?



(a) Data reported for the three month period prior to the reference date.

Source: December 2013 Internet Activity Survey

Our use is intense



At June 2013, 10.81 million people went online more than once a day— a 7% increase compared to the same time last year and a 72% increase from June 2008. (ACMA)

Australia ranks 26th in the world based on number of internet users (ILS)

Average Number of Hours Spent on the Internet Per Day from Devices

Australia Average:	Mobile = 1.7	Desktop/Laptop = 4.5
Global Average:	Mobile = 2.1	Desktop/Laptop = 4.8

Top Websites in Australia Vs Global

NO.	Australia	Global
1	Google.com.au	Google.com
2	Google.com	Facebook.com
3	Facebook.com	Youtube.com
4	Youtube.com	Yahoo.com
5	Ebay.com.au	Baidu.com
6	Yahoo.com	Wikipedia.org
7	Wikipedia.org	Qq.com
8	Linkedin.com	Taobao.com
9	Live.com	Live.com
10	News.com.au	Twitter.com

Source: <http://www.alex.com/topsites>

The Internet and Australian Businesses

Businesses With	2010-2011	2011-2012	2012-2013
Internet Access	91.2%	91.9% (+0.7%)	92.6% (0.7%)
Web Presence	43.1%	44.6% (+1.3%)	47.2% (+2.6%)
Social Media Presence	-	18.1%	26.1% (+8%)

Industry figures for businesses with internet access:

- 14 out of 17 industries had over 90% of businesses with internet access.
- Wholesale trade, Information media and telecommunications and Financial and Insurance service industries all had 99%
- Accommodation and food services had the lowest proportion of businesses with internet access with 74%

Web Presence:

- Information media and telecommunication and the Arts and recreation services had over 70% of businesses with a web presence
- Agriculture, forestry and fishing and Transport, postal and warehousing industries had less than 20% of businesses with an internet presence.

Social Media Presence:

- Arts and Recreation services industry had 61% of businesses with a social media presence.
- Information media and telecommunications had 50%.

Source: Summary of IT Use and Innovation in Australian Business, 2012 - 13 ABS

99% of Australians access the internet (Yellow Pages)

2 CONTENT MARKETING

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy, and it focuses on owning media, not renting it.

(Content Marketing Institute - CMI, 2014)

It all comes down to interacting with consumers and customers without selling them anything. It's about building a relationship with people beyond the transaction of a buyer and seller. Effective use of content marketing eliminates the need to really push to promote and advertise your product, but rather focuses on your brand and customer loyalty to you.

Australian marketers are more likely to have a documented content strategy: (CMI)

- Australia - 52%
- North America - 43%
- UK - 42%

69% of Australian marketers are planning to increase their content marketing budget over the next 12 months versus just 58% in North America and 56% in the UK. (CMI)

81% of Australian marketers are producing more content than they were a year ago, again more than those in North America (72%) and the UK (76%). (CMI)

More than 90% of B2B marketers consider webinars/webcasts, e-books, white papers, and published articles to be either “very” or “somewhat” effective in achieving SEO and marketing objectives. Yet less than half utilise webcasts and just 20% create eBooks. (WBI)

The top marketing tactics used by B2B marketers this year were social networks (84%), email marketing (72%), SEO (56%) and press releases (51%). The least popular tactics - each used by less than a quarter of marketers - were online ads, seminars and eBooks. (WBI)

93% of Australian Marketers use content marketing.

Effectiveness Ratings of Tactics Among Australian Marketers Who Use Them

Percentage of Respondents that Consider the Following Tactics Effective*



*Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

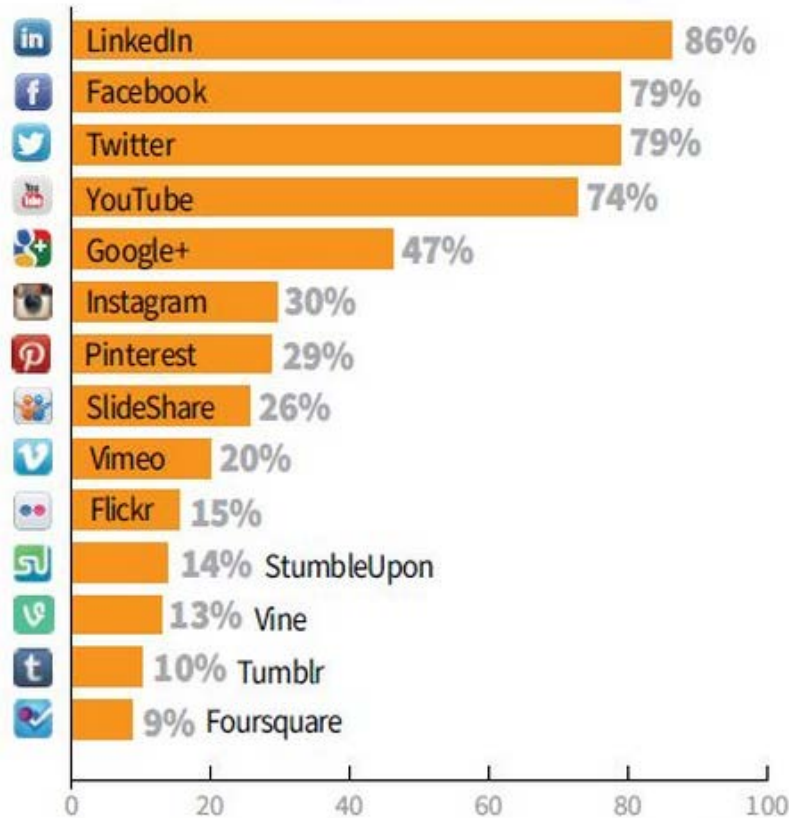
Content Marketing in Australia 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

For-Profit (B2B+B2C) Content Marketers At-A-Glance

	Australia	North America	United Kingdom
Has a documented content strategy	52%	43%	42%
Has someone who oversees content marketing strategy	74%	72%	71%
Producing more content than one year ago	81%	72%	76%
Average number of tactics used	13	13	14
Average number of social media platforms used	5	6	6
Percent of marketing budget spent on content marketing	27%	29%	31%
Plans to increase content marketing spend over next 12 months	69%	58%	56%
Challenged with producing enough content	44%	53%	46%
Challenged with producing engaging content	41%	47%	44%
Challenged with producing a variety of content	41%	38%	33%
Challenged with lack of budget	38%	41%	38%

Content Marketing in Australia 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Percentage of Australian Marketers Who Use Various Social Media Platforms to Distribute Content



Content Marketing in Australia 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Biggest Content Marketing Challenges for Australian Marketers were:

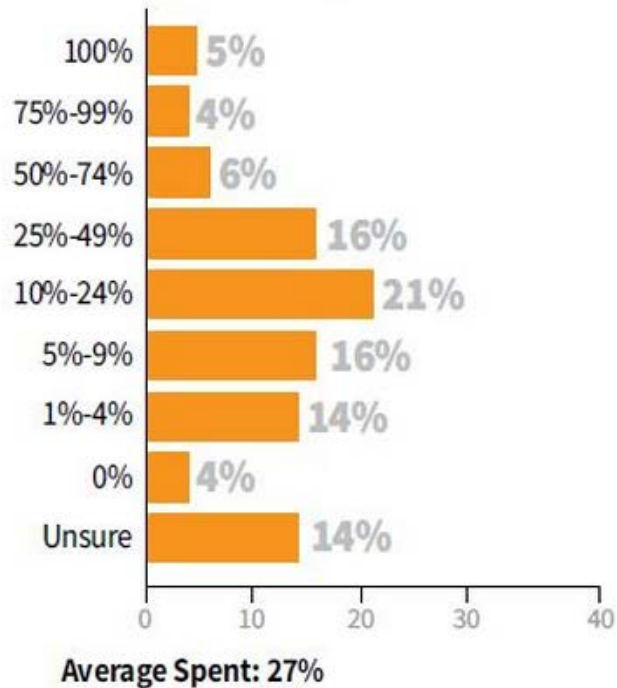
- Lack of Time (28%)
- Lack of Budget (16%)

Australian Marketers In-House 49% of their Content Creation, 48% both in-house and outsource. Just 3% outsource only.

Australian Marketers Outsource

- 64% of Writing functions
- 62% of Design functions

Percent of Total Marketing Budget Spent on Content Marketing in Australia



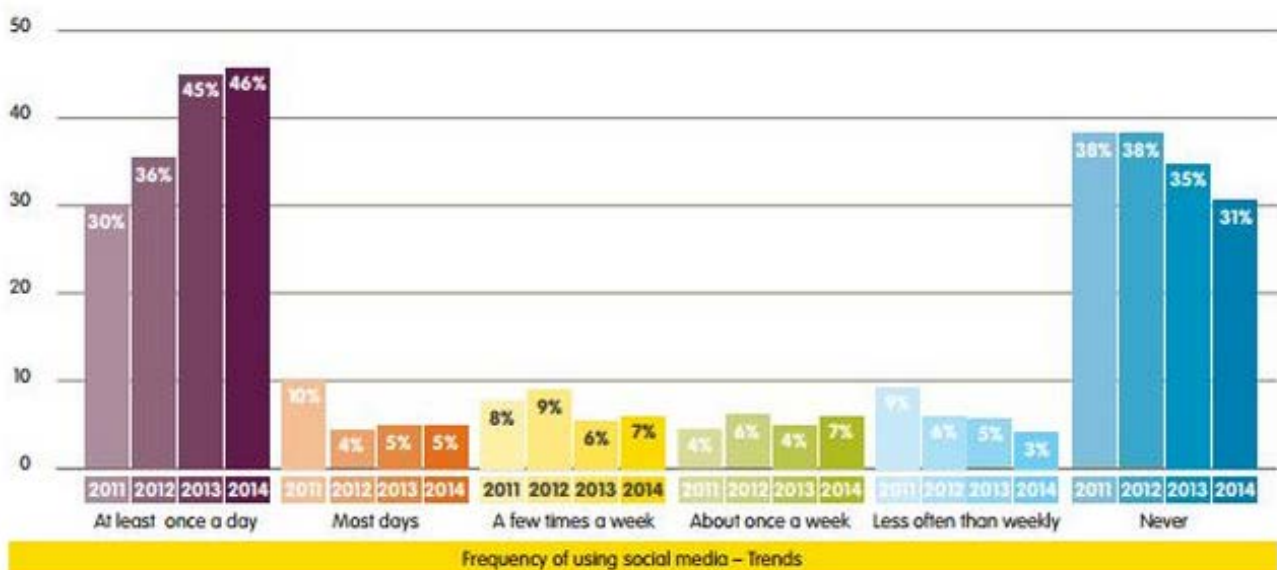
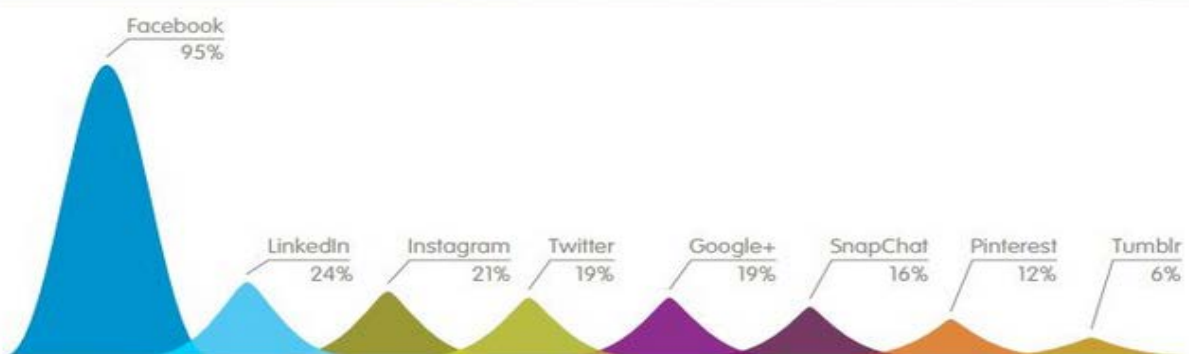
Content Marketing in Australia 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

3 SOCIAL MEDIA

Social Media has quickly grown to be one of the dominant forms of advertising and human connection on the planet. These days many people belong to at least one, but usually multiple social networks which they are considered active on. Advertisers and marketing professionals have realised and understood that social media can allow them to actively engage with users based on their likes and preferences and, whilst doing so, promote their brands.

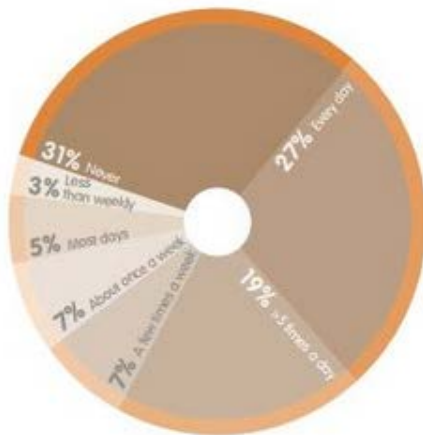
Having a confident grasp on social media and a relevant presence is extremely important for businesses in this day and age, with many consumers researching a brand or company online long before dealing with them. The younger generations (20 - 30-year-olds) will do this roughly twice as much as 30 - 40-year-olds and almost four times as much as 50 - 60+ year-olds. (WBI)

The social networks we use the most

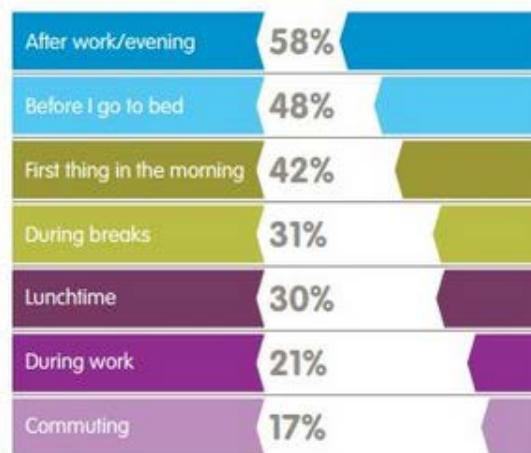


(Yellow Pages Report)

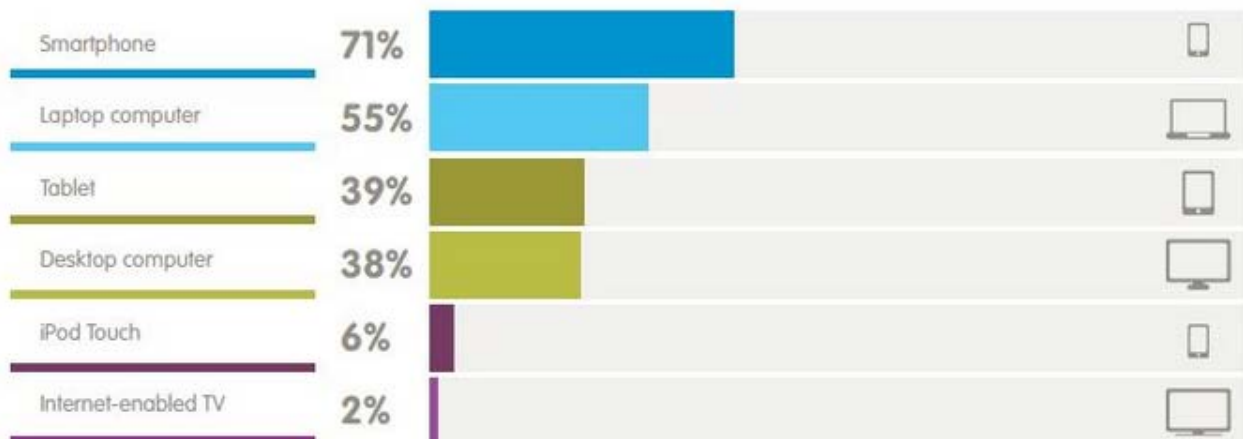
How often we use social media



When we use social media



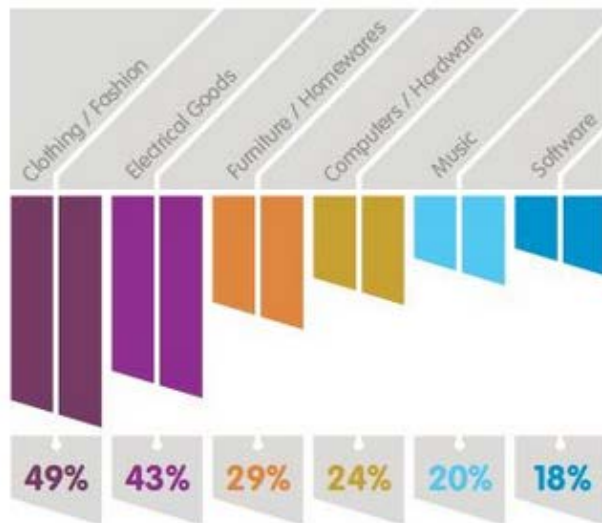
Devices we use to access social media



(Yellow Pages Report)

93% of online research starts with a search engine, and 68% of consumers check out companies on social networking sites before buying. (WBI)

What products/services we research through social media



Percentage of businesses that have a social media presence



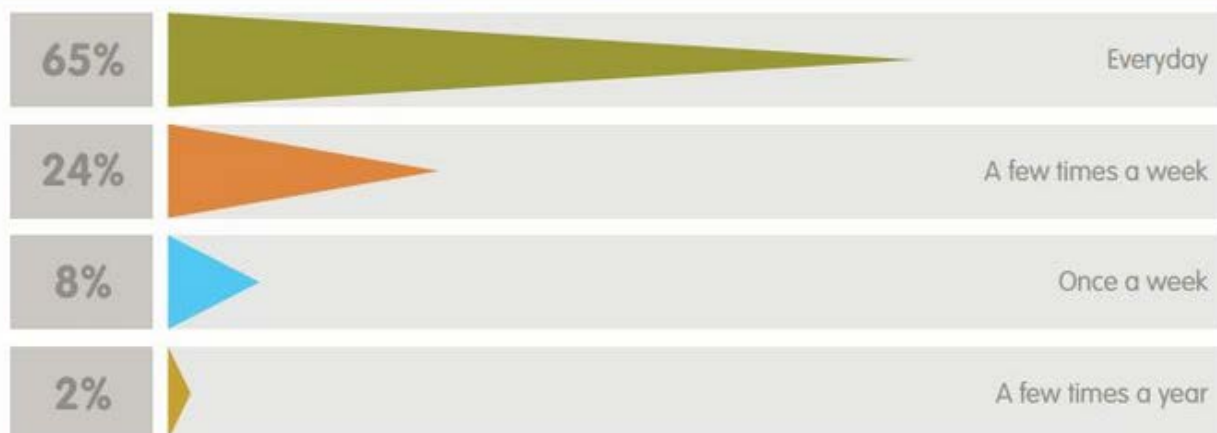
Social media is growing exponentially. A little over 10 years ago there was no such thing as Facebook, no iPhone, no YouTube. 72% of adult internet users in the U.S. are now active on at least one social network, up from 67% in 2012 and just 8% in 2005 (WBI).

In a recent survey of B2B PR professionals, 94% said they use social media to promote announcements vs 71% who use press releases. 45% said they would use social media if they could use just one promotional vehicle (one social network) vs 24% who said they would issue a press release. (WBI)

97% of all US consumers search for local businesses online. (WBI)

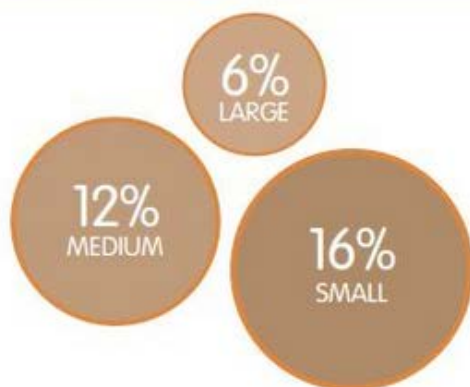
95% of all social media-referred traffic to B2C websites is generated from just five social networks: Facebook, Twitter, Reddit, StumbleUpon, and YouTube. 74% comes from Facebook alone. (WBI)

How often do large businesses update their social media



Small businesses who have a social media strategy

Percentage of marketing budget



42% of people access social media first thing in the morning and 48% last thing before bed. (Yellow Pages)

Oceania is 3rd for Social and Internet penetration behind North America and Western Europe. (WAS)



Just over 10 years ago there was a little website created called thefacebook which had an impressive 1 million members at the end of its first year. Now, a decade on, that company is worth billions of dollars and has quite literally changed the world. Facebook is the number one social network in the world, with claims to having 1.32 billion monthly users (a 14% year-on-year increase), and 1.03 billion of them accessing the site via mobile. (ZEPH)

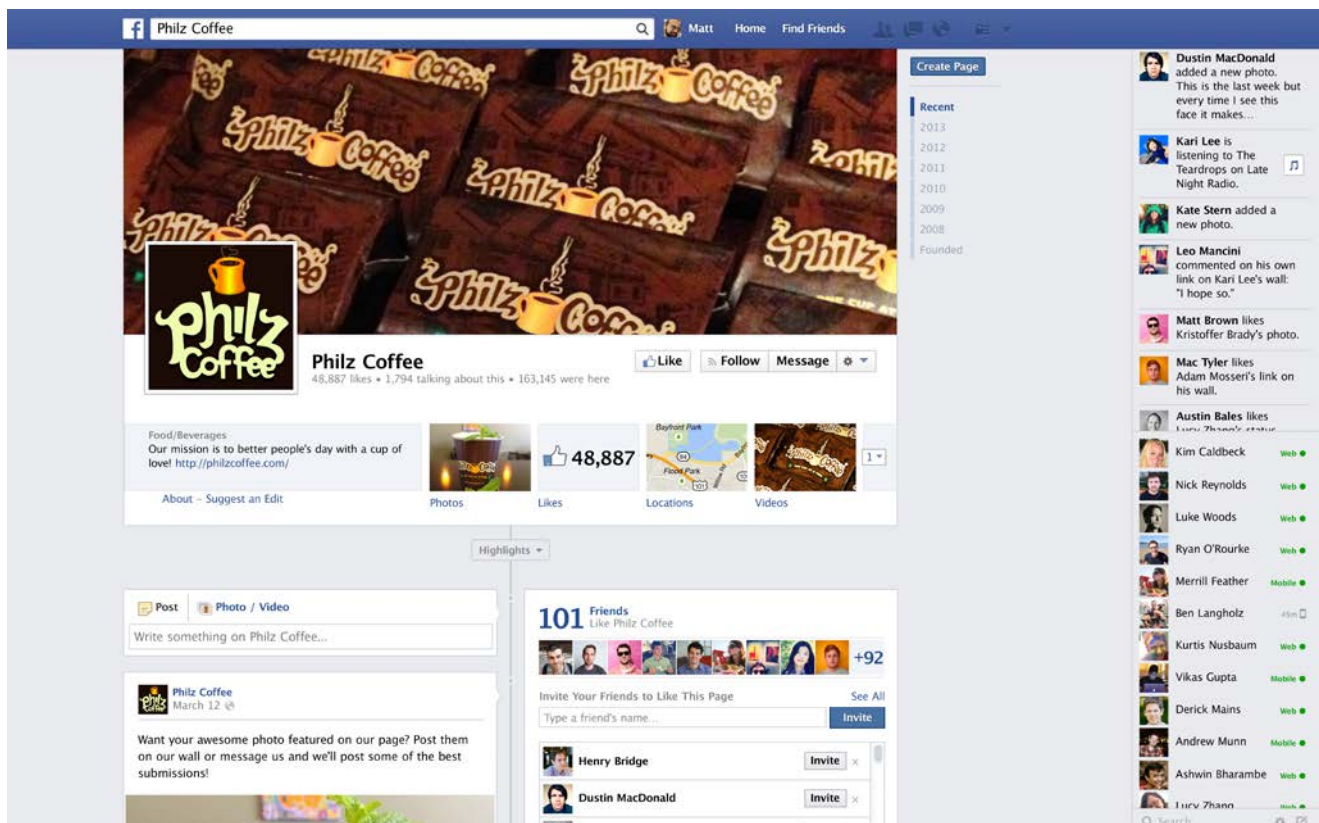
Facebook is a social network that allows users to create personal profiles complete with as little or as much information as they wish to display. Users can upload photos and videos, make posts and status updates, and “like” content.

In addition to this the central focus of Facebook is the news feed. Friends, groups and pages the user has liked appear here with their latest and most popular posts where the user can then like, comment, share or just read/observe.

20% of all internet page views come from Facebook. That’s an astounding figure considering just how big the internet is. (WBI)

On Facebook, brevity matters. Keeping your posts below 250 characters can get you 60% more engagement than you might otherwise see. You can get up to 66% more engagement if you cut it down to less than 80 characters. (WBI)

95% of Australian social media users are on Facebook (Yellow Pages)



The average Australian spends more than 8.5 hours a week on Facebook. (Yellow Pages)

9 million Australians use the site every day, 7.3 million of which use mobile. On a monthly basis this rises to 12 million users. (ABC)

The sheer dominance of Facebook can easily be seen when comparing social media statistics for the US. 71% of all online adults in the US use Facebook. This is in comparison to LinkedIn at 22%, Pinterest at 21%, Twitter at 18% and Instagram at 17%. (ABC)

Photos and videos are a major draw for Facebook as 47% of people say it's a major reason they use the site. (ABC)

The average number of daily likes is 4.5 billion. (ER)

829 million people log into Facebook daily, up 19% from last year. (ZEPH)

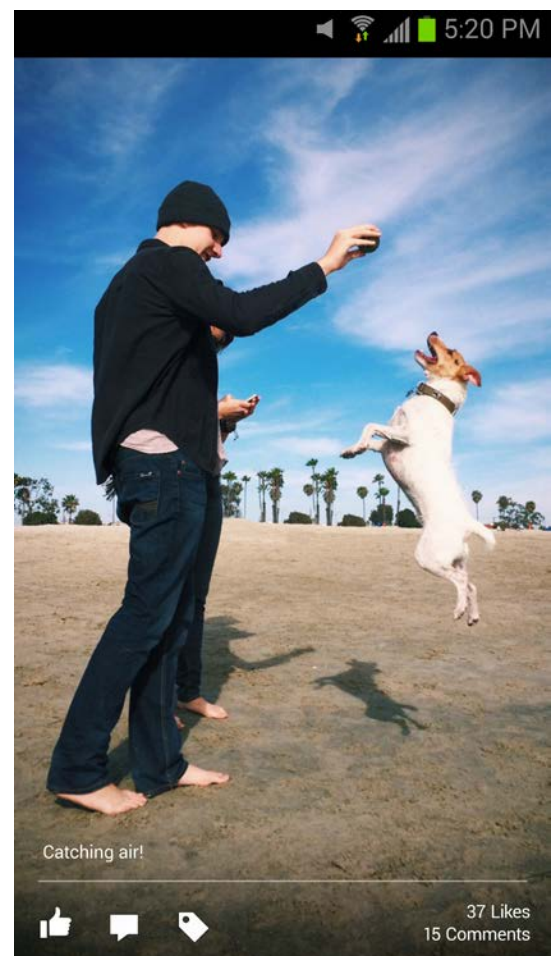
The 25 - 34 age demographic is the highest at 29.7%, a group that businesses should target. (ZEPH)

The highest traffic occurs mid-week between 1 and 3 PM. (ZEPH) Have your most popular and interesting posts up before or during this time.

The average Facebook visit is just 20 minutes. (ZEPH) Use the limited time your page gets to make a good impression.

42% of marketers report that Facebook is critical or important to their business. (ZEPH) Of course it is! Facebook has a reach that is unparalleled and, if used correctly, can cause the impact of your business and audience to skyrocket.

80% of B2B marketers use Facebook to distribute content. (TOPRANK)



LinkedIn is a social networking site aimed towards professionals where users can effectively display a professional resume. It is specifically designed for the business community to establish and nurture professional relationships. As such, LinkedIn is more focused on professional development than mass audience reach. It should be a tool for finding potential clients and employees rather than a widespread advertising platform.

300 million users (Statista)

60% of LinkedIn users have clicked on an ad on the site, and 43% of U.S. marketers have obtained at least one new customer/client through LinkedIn. (WBI)

LinkedIn is used more than any other social network by B2B marketers. 91% compared to Facebook at 81% and Twitter at 85%. (ZEPH)

62% of these marketers think LinkedIn is effective. 50% think Twitter is effective and just 30% think Facebook is effective. (ZEPH)

LinkedIn has 3 times the visitor-lead conversion rate than Twitter and Facebook. (ZEPH)

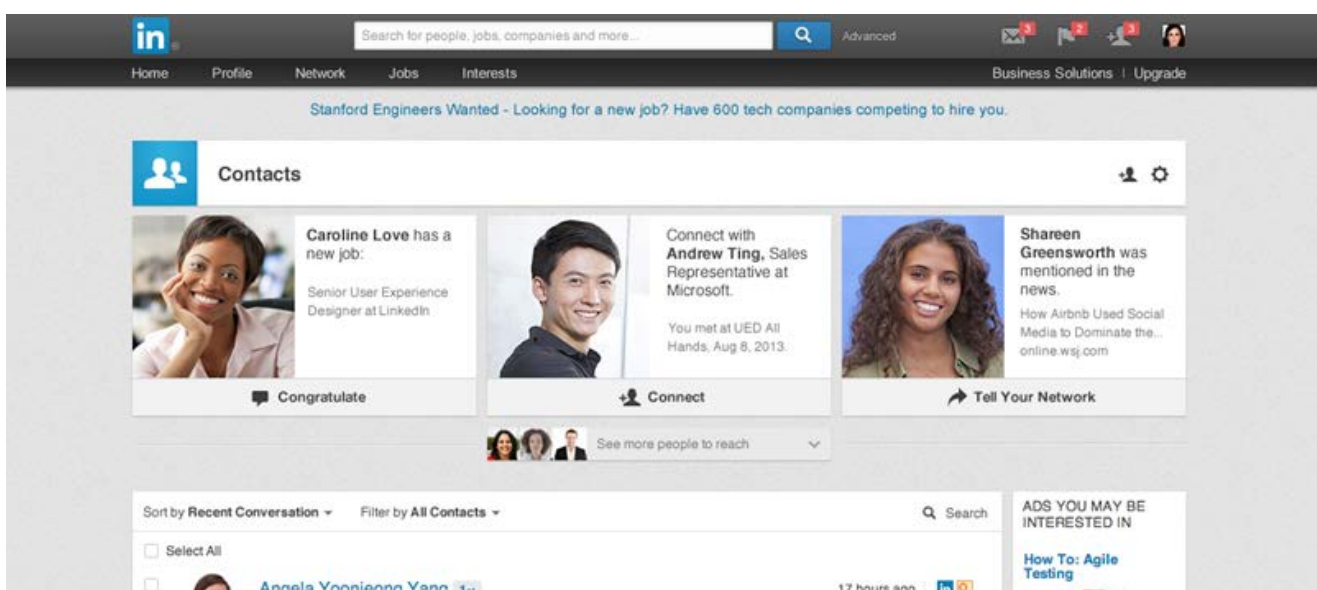
83% of B2B marketers use LinkedIn to distribute content. (TOPRANK)

More than 2 users sign-up for LinkedIn every 2 seconds.

LinkedIn reaches 200 countries and territories globally. (MB)

Over 39 million students and recent college graduates are on LinkedIn. (MB)

40% of users pay for LinkedIn Premium. (SS)





Twitter is a popular social networking service established in 2006, with its main feature centred around the limited 140-character posts known as “tweets”. Users can follow and can be followed by other users who will receive notifications within their timeline (also called their “feed”). Tweets are often accompanied by shortened links to websites and pictures, and a sizeable chunk of tweets contain hashtags, which Twitter is responsible for creating. Hashtags are keywords that other users can search for to see more tweets about a particular topic.

Twitter is the most popular platform in B2B, with 85% of marketers saying they use it. (WBI)

Twitter has 255 million users. (Statista)

Twitter’s Monthly Average Users (MAUs) reached 198 million in the first quarter of 2014; a 31% increase on last year. (ZEPH)

Mobile Twitter users represent 78% of total MAUs, a very impressive feat. (ZEPH)

Twitter increased its users by 25% compared to last year. (ZEPH)

34% of marketers say they have generated leads from Twitter. (WBI)

Advertising revenue per thousand timeline views reached \$1.44 in the first quarter of 2014. Almost a 100% increase (96%) on last year.

18% of U.S. adult internet users are now on Twitter, double the percentage from 2010. (WBI)

81% of Twitter users expect a same-day response to questions and complaints aimed at brands. (WBI)

50% of technology companies have acquired a customer through Twitter. (WBI)

Strategically repeating a tweet several hours apart—when different groups of your followers are likely online—can substantially increase click-throughs without running the risk of becoming annoying. (WBI)

Tweets with one or two hashtags get 21% higher engagement on average, but those with three or more actually get 17% less engagement. (WBI)

92% of top brands tweet at LEAST once daily. (ZEPH)

Tweets that include photos and links receive 150% more engagement. (ZEPH)
80% of B2B marketers use Twitter to distribute content. (TOPRANK)

Instagram is a social networking service that focuses primarily on the quick and easy sharing of photos and videos via a variety of other social networking services such as Facebook, Twitter, Tumblr and Flickr (although Twitter forces users to click on a link to view Instagram posts). The base service allows for some basic photo manipulation such as filters and captioning, something that has defined Instagram since its inception. In 2012, Facebook bought Instagram for \$1 billion USD.

Instagram is focused mainly on photos/videos and the utilisation of hashtags so it is a good promotional tool for brands who have a large following or wish to promote something to a younger, more targeted generation.

Instagram has 200 million MAUs and more than 75 million daily users. (ER)

As of December 2013, 68% of Instagram users are female. (JENNS)

7% of B2B marketers use Instagram to distribute content. (TOPRANK)

23% of teens consider Instagram their favourite social network. (MB)

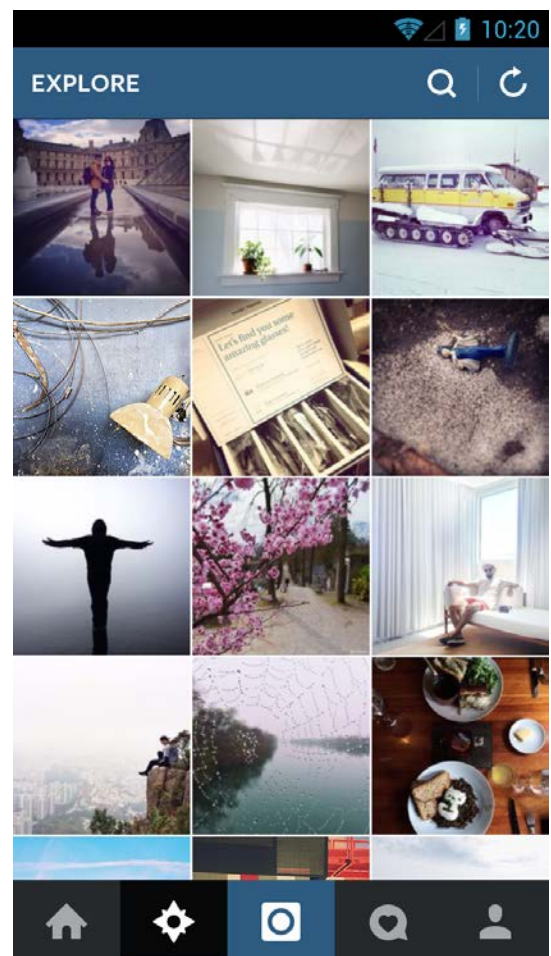
90% of users are under the age of 35. (BI)

83% of posts use a hashtag. (BW)

Videos see 2x the interaction of photos. (BW)

The average user spends 257 minutes per month on Instagram. (JENNS)

Instagram Engagement is 15x greater than Facebook. (JENNS)



Google+ is the social network that seems to have a lot of active users but no one ever really talks about. Perhaps that's a little unfair but a lot of Google+ accounts are inherently created when people create their Google accounts. Google+ was created as Google's response to Facebook and whilst it had some good ideas with Circles and brands, ultimately Facebook still dominates. Some dispute this, though, and predict Google+ will dominate Facebook by 2016. The statistics favour both arguments. There's definitely a user-base on Google+ but even though people do check it, they're not on it for very long.

Google+ has 540 million monthly active users. (MB)

Average time spent on Google+ per MONTH is just 7 minutes. (WB)

22% of online adults use Google+ on a monthly basis. (PYB)

68% of Google+ users are male (WBI)

70% of the top 100 brands now have a presence on Google+, up from just 4% in the last quarter of 2012. (WBI)

42% of people use Google+ to interact with brands. (PYB)

53% of interactions between users and brands are positive. (WB)

39% of B2B marketers use Google+ to distribute content. (TOPRANK)

Google+ refers the most quality traffic with 2.45 pages viewed per visit.





Pinterest is a web and mobile application where users can create and browse content that is “pinned” by other users to specific categories “boards” within their own account. Think of it like a digital pin board where interesting tidbits get put onto relevant boards for safe keeping. That’s Pinterest. Pinterest is a haven for creativity with many users pinning ideas for various arts and crafts.

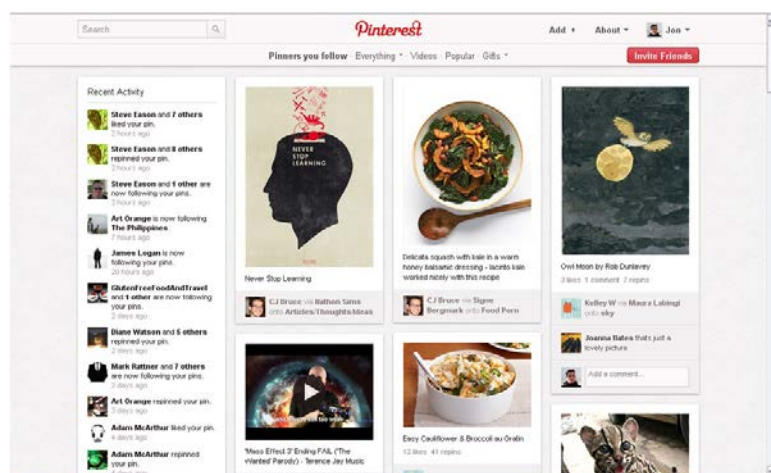
80% of Pinterest pins are re-pins (ML) which means that original content has a much higher reach than on other networks. Add to this that the average reach per follower being 12.2 over 30 days and you see that content is heavily recirculated and rediscovered.

In addition to this, Marketing Land (ML) points out that due to the way Pinterest works it takes 2 clicks to view the content of a pin. Once to hit the general overview picture and then a second to take the user to the website where the content originated. Because of this system, Pinterest has a very high click-through rate.

Out of a 70 million+ user base, 40 million are active. That’s a great number.

80% of Pinterest users are women. (WBI)

69% of brands now have a presence on Pinterest, up from 10% in the fourth quarter of 2012. (WBI)



26% of B2B marketers use Pinterest to distribute content. (TOPRANK)

84% of Women and 50% of men stay active on Pinterest. (MB)

92% of Pinterest pins are done by women. (MB)

22% of users log in at least once a day. (MB)

Pinterest activity is highest in the evening. (SW)

Pinterest was recently valued at \$3.8 Billion. (SW)

Pinterest has a much quicker and more viral spread. (ML)

YouTube is without question the most popular video sharing website on the planet. Since being bought by Google, YouTube has only grown and now if a channel is popular enough it can provide enough money for the owner to live on. It's also being used increasingly for marketing purposes and, in general, has become an essential part of the modern digital landscape.

1 Billion+ total users. (MB)

YouTube Is The Number Two Search Engine In The World (DS)

80% of the site's traffic is from outside of the US. (MB)

6 billion hours of video is watched per month. (MB)

100 hours of video is uploaded every minute. (MB)

YouTube reaches more US adults aged 18-34 than any other cable network (YT).

40% of traffic is mobile, this compares to 25% in 2012 and 6% in 2011. (NMR)

On average 1 billion mobile views every day. (MB)

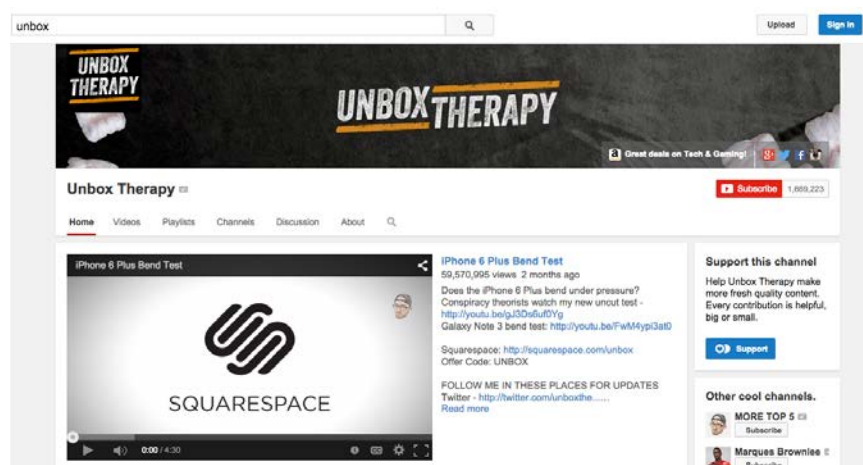
61% of B2B marketers use YouTube to distribute content. (TOPRANK)

More than 1 million advertisers use YouTube. (YT)

Advertisers spent more than \$5.6 billion on YouTube in 2013. (NMR)

YouTube overtook Facebook as the most popular website for teens in 2013. (NMR)

The YouTube partner program now has over a million creators and of those creators, several thousand of them bring in revenues in the hundreds of thousands of dollars.



Additional video statistics

One-third of all online activity is spent watching videos. (DS)

Videos increase people's understanding of your product or service by 74%. (DS)

75% Of Users Visit The Marketer's Website After Viewing A Video. (DS)

80% Of Internet Users Remember The Video Ads They Watch Online. (DS)

26% Of Internet Users Look For More Information After Viewing A Video Ad. (DS)

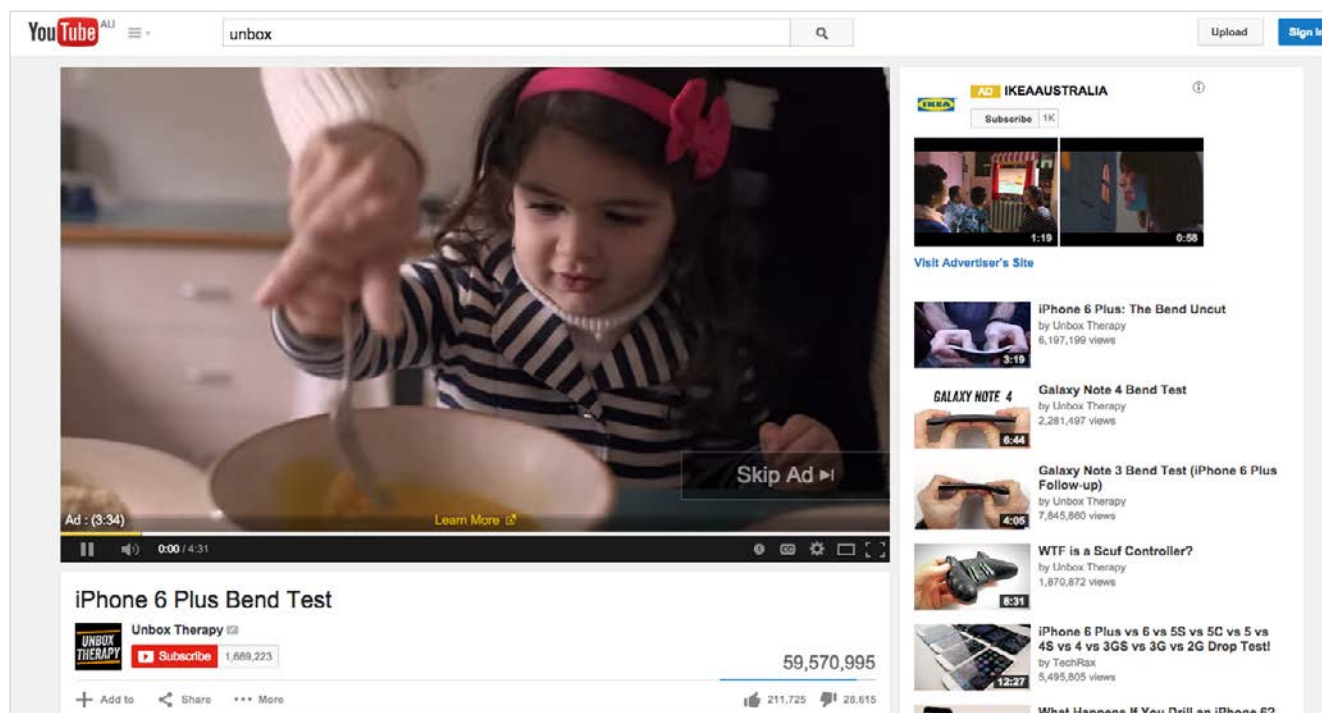
Click-Through Rates Increase 2-3 Times When Marketers Include A Video In An Email. (DS)

Subscriber To Lead Conversation Rates Increase 51% When Video Is Included In Email Marketing Campaign. (DS)

80% Of Your Online Visitors Will Watch A Video, While Only 20 Percent Will Actually Read Content In Its Entirety. (DS)

Your Website Is 50 Times More Likely To Appear On The First Page Of A Search Engine Results Page If It Includes Video. (DS)

An Introductory Company Email That Includes A Video Receives An Increase Click-Through Rate By 96%. (DS)



On a basic level, reddit is an aggregator of links which appear on the front page. These links receive up or down votes depending on how much the general reddit community likes them. The front page of reddit is often the first place news and interesting information hits and it is for this reason we've decided to incorporate it into our social media section despite reddit not specifically being a social media. Most new and interesting stories on the internet will hit reddit, go to the front page where they're picked up from other websites. Often the original link is on the front page of reddit and the sources can be traced from there.

Because of the reddit culture being the way it is, obvious sales pitches are often met with contempt and often go unnoticed by most due to the nature of the voting system, however marketers can use reddit or subreddits on just about every topic imaginable to see trends that relate to their products or services.

Reddit has about 114 million unique page views every month. (ER)

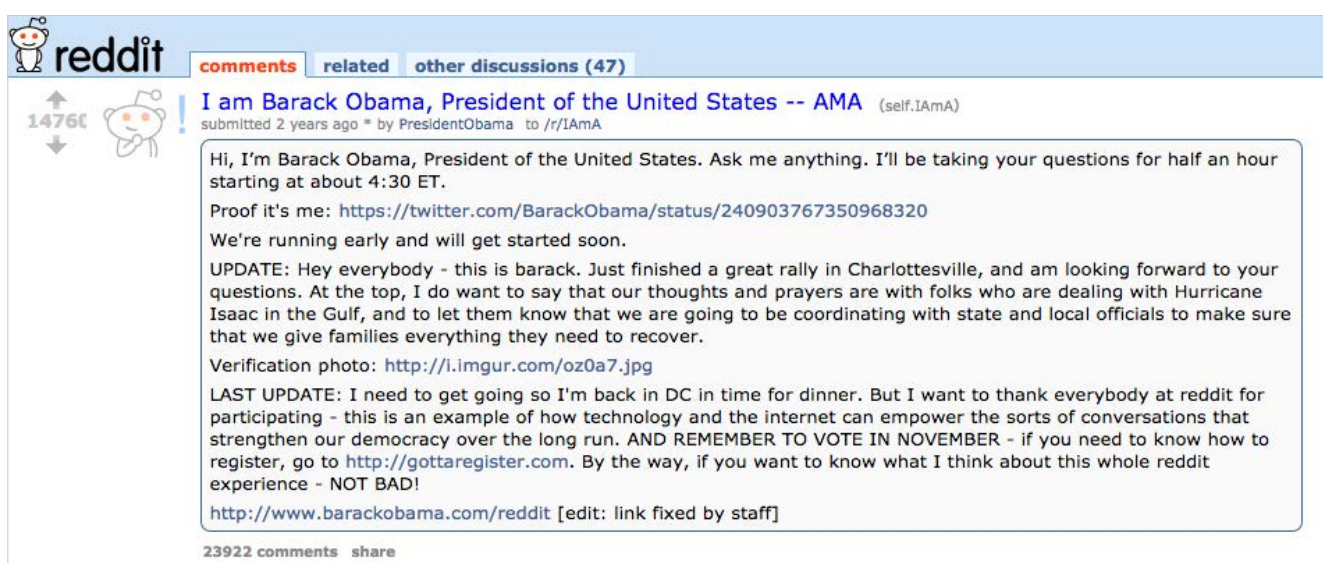
6% of online US adults visit reddit (ER), with many more worldwide.

There are registered reddit users in 190 countries. (ER)

There are 3 million registered users on reddit (ER), however you don't need an account to view reddit - only to post. So there are a lot of people that don't wish to post, but simply view reddit without an account.

The average user spends 85 minutes per month on reddit. (ER)

President Obama did an AMA (Ask-Me-Anything) on reddit in 2012.



The screenshot shows a Reddit post titled "I am Barack Obama, President of the United States -- AMA" by user "self.IAmA". The post has 14760 upvotes and was submitted 2 years ago. The content of the post includes a greeting, a link to a Twitter status for proof, an update about a rally in Charlottesville, and a final update about the user's return to DC and a reminder to vote in November. The post has 23922 comments and a share button.

reddit comments related other discussions (47)

I am Barack Obama, President of the United States -- AMA (self.IAmA)
submitted 2 years ago * by PresidentObama to /r/IAmA

Hi, I'm Barack Obama, President of the United States. Ask me anything. I'll be taking your questions for half an hour starting at about 4:30 ET.

Proof it's me: <https://twitter.com/BarackObama/status/240903767350968320>

We're running early and will get started soon.

UPDATE: Hey everybody - this is barack. Just finished a great rally in Charlottesville, and am looking forward to your questions. At the top, I do want to say that our thoughts and prayers are with folks who are dealing with Hurricane Isaac in the Gulf, and to let them know that we are going to be coordinating with state and local officials to make sure that we give families everything they need to recover.

Verification photo: <http://i.imgur.com/oz0a7.jpg>

LAST UPDATE: I need to get going so I'm back in DC in time for dinner. But I want to thank everybody at reddit for participating - this is an example of how technology and the internet can empower the sorts of conversations that strengthen our democracy over the long run. AND REMEMBER TO VOTE IN NOVEMBER - if you need to know how to register, go to <http://gottaregister.com>. By the way, if you want to know what I think about this whole reddit experience - NOT BAD!

<http://www.barackobama.com/reddit> [edit: link fixed by staff]

23922 comments share



Snapchat is an image, video and now chat sharing application where users can “Snapchat”

each other with everything that is sent and received being automatically deleted after a set number of seconds. Generally this data is irretrievable, but there have been instances of screen shots being taken and hackers accessing Snapchat’s servers (directly or via unsecured third party applications).

Snapchat added in an option for brands to post a constantly accessible “story” for users to watch whenever they wished. Users can create up to 360 seconds of video that remains accessible for 24 hours. This was the first time Snapchat allowed any sort of marketing to be available in-app. Previously there were no ads and the app is free, however the company itself is still considered to be valuable.

Snapchat is used to quickly and easily share interesting videos and photos that may not necessarily need to be kept, as such it has quickly established a large and active user-base.

100 million MAUs. (ER)

400 million+ Snaps are sent per day. (MB)

70% of Snapchat users are female. (MB)

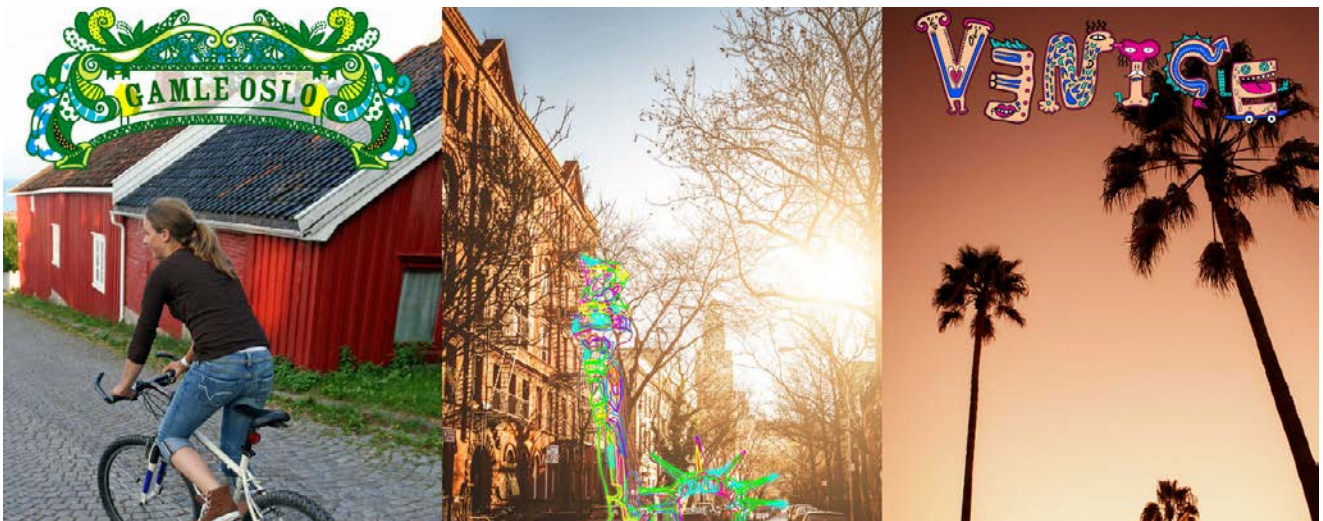
71% of users are under 25. (ER)

Snapchat grew by 67% from December 2013 to May 2014. (ER)

Just 1% of marketers use Snapchat. (ER)

Top Snapchat users reportedly earn \$100,000 (ER)

Snapchat has been the #1 photo app in the US Apple Store for months. (BI)



3J / SOCIAL MEDIA PREDICTIONS FOR THE FUTURE

Facebook and Twitter are likely to remain a very dominant feature of the social media landscape; Facebook more so. Instagram, which is owned by Facebook, has seen some significant growth but due to the nature of the platform it will remain primarily a photo and video-sharing application. Although advertising is progressively being implemented, occasionally showing up in Australian users' feeds.

LinkedIn continues to be the most favoured form of marketing for B2B marketers as it allows for a more professional approach whilst maintaining the reaches of social media. Google+ is unlikely to become any more or less prevalent as it just can't seem to compete with Facebook (its main opposition) despite being the second most used social network.

The surprising rise of Pinterest and how quickly it has gained members is likely to continue as the site maintains momentum. The same can be said for Snapchat, which has also acquired a hefty user base in the past year, largely due to some interesting updates and extra features.



4 EMAIL MARKETING

Email is far from dead. It is, however, going to change. Rather than being an unfocused bombardment of advertising and marketing, it is predicted that in order to survive, email will have to become a much more personal experience between marketers and consumers, tailoring to the likes, wants and needs of consumers. This is a method we've seen grow in popularity over the last few years.

In addition to this, email is becoming increasingly more mobile with over 40% of all emails being opened on a mobile device (ExactTarget). Even more surprising, 66% of Gmail opens occur on a mobile device compared to just 19% opened in a web browser.

Vision 6 reports that between July and December 2013:

The overall open rate for emails were 22.5% (up 0.55% from the preceding six months)

The top 3 industries with highest open rates were: 1) Mining/oil/gas, 2) call centre/ customer service, and 3) accounting.

The click-through rate was: 4% (up 0.17%)

The top 3 industries with the highest click through rates were: Mining/oil/gas/call centre/ customer service/government/defense.

Most popular day for sending an email was: Tuesday (progressively earlier in the week)

For the first time, Mobile devices (iPhone Mail, iPad Mail, Android) have taken over as the most popular format for opening emails (36.52%). (Vision 6)

Desktop applications (Outlook or Apple Mail) have decreased significantly from 43.25% to 31.47%. (Vision 6)



The Future

Email is definitely here to stay. It's undergoing a bit of a makeover, but it's still one of the most vital tools marketers can use to connect and inform their target audience. Using email allows marketers to communicate with people via a channel they have chosen and also allows them to provide information that will be relevant to the receiver.

Through a combination of user inputted information, search history and purchase history, marketers can now learn exactly what someone will be interested in and then provide information about products and services that won't be completely dismissed or, worse, labelled as spam.



Source: Email Expert

5 BLOGGING

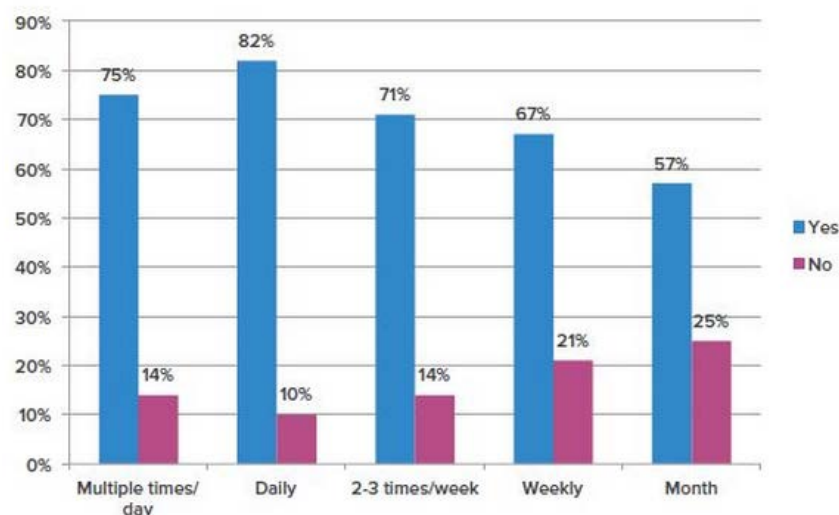
Blogging has become one of the best tools an inbound and content marketer can use, and one of the best lead generators. A blog is a tool in which you can relay useful information to your potential clients and current clients whilst offering ways to engage them. It's a perfect platform for attracting attention to your company while discussing relevant topics that give the consumer something to warrant their focus.

At Margin Media we have continually expanded our blog to cover more topics, in turn generating more leads and potential clients. For us, our blog is a way of connecting with clients (and potential clients) and offering them a way of connecting to us, establishing a relationship.

Hubspot Inbound Marketing Report 2014 found that:

- 82% of marketers who blog see positive ROI (return on investment) for their inbound marketing.
- 43% of marketers generated a customer via their blog this year, though the blog:
 - requires roughly 9% of marketers' total full-time staff dedications
 - 7% of their total budget.
 - Marketers spend 55% more time than budget on blogging.
- 82% of marketers who blog see positive ROI (return on investment) for their inbound marketing.

Consistent Blogging Boosts Inbound ROI
82% of marketers who blog daily report positive ROI for overall inbound efforts



- Using company blogs, 43% of marketers generated a customer.
- Blogging and social media have also enjoyed consistently strong annual growth, with 23% of marketers investing in these channels, a 9% increase from 2012.

Of the most popular blogging platforms:

- Wordpress is up 117% but Blogspot is down 3% compared to 2013 for unique visitors.

Blogs convert readers into buyers. 42% of consumers look to blogs for information about potential purchases; 52% say blogs have impacted their purchase decisions; and 57% of marketers have acquired new customers with their blogs. (WBI)

Companies with more than 15 blog posts per month see an average of 1,200 leads per month (keep in mind this data applies to larger companies online). That's 1,200 potential clients who can see this blog and share it with their friends, increasing the lead potential by an enormous amount.



Why Blog?

Blogs can take some time to set up, but they are very cheap and, once established, very easy to maintain; it's merely the posting of articles you have to worry about. Blogs are a proven and effective method of generating leads.

Blogs will show up in Google and are a great way to capitalise on current affairs to generate extra leads. Simply using the relevant meta-tags to describe the content of your blog can see you potentially landing a front-page Google search - provided the content itself is original and of high quality, of course.

The Future

Blogs definitely aren't going anywhere soon, in fact, they're likely to become more prevalent than ever. A combination of social media use and a blog will allow companies to advertise their blog and link directly to their site, generating more clients in the process.

In a world of snippet information, blogs are a good way to serve a decent story without losing the reader's interest. They are both time and cost efficient and will serve any company well.

6 PAID ONLINE ADVERTISING

Paid online advertising can provide significant benefits to an organisation by providing a reach, range and scale that was not possible before the Internet. Online advertising comprises all sorts of banner, email and keyword advertising. Web-related advertising has a variety of ways to publicise and reach a niche audience to focus its attention to a specific group.

This type of ad is also now relevant to social media with Facebook now allowing paid ads to feature more prominently on news feeds. It's not a new sensation, Google has been doing it for years, but it does show just how far advertising and marketing have penetrated Facebook's business model.

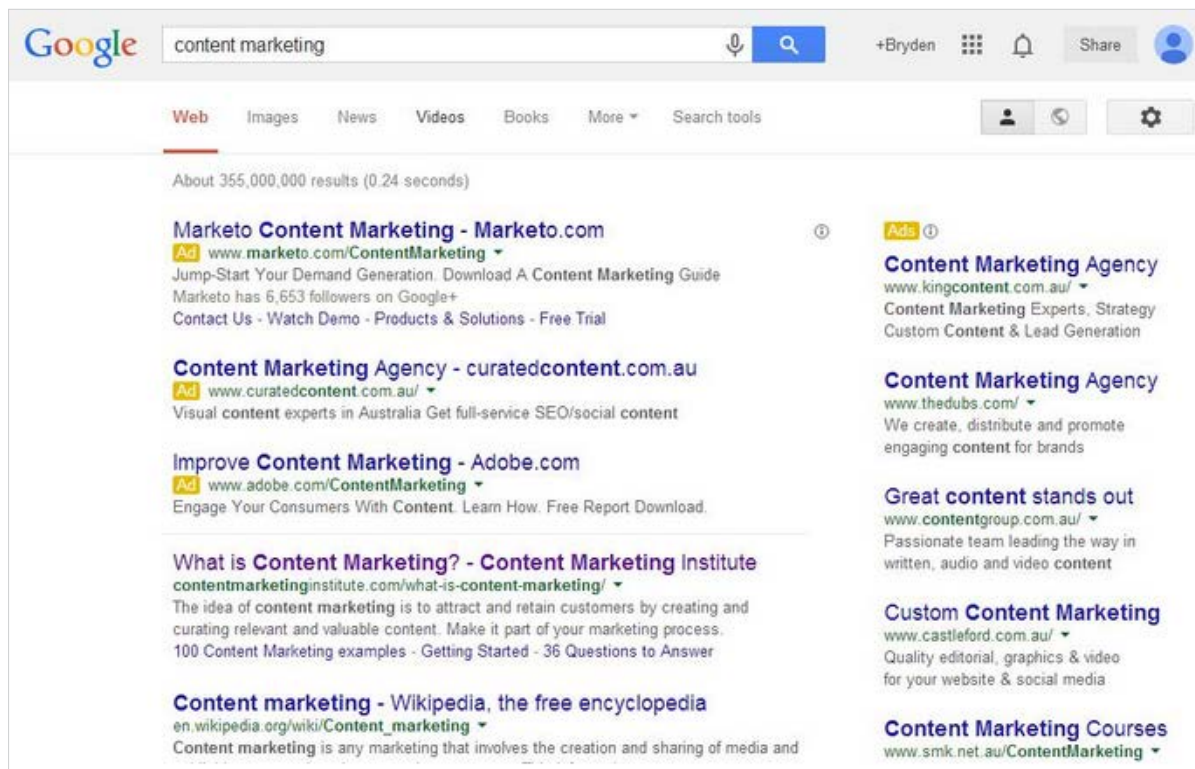
Content Marketing Institute says consumers "have become so adept at online 'surfing' that they can take in online information without a care for banners or buttons (making them irrelevant)".

Webbiquity says "The average CTR for banners is 0.01 percent. According to Get Elastic, 31 percent of consumers are worried that they will be tracked if they click them, and 55 percent fear a virus. And yet—there were 5.3 trillion display ads served up last year".

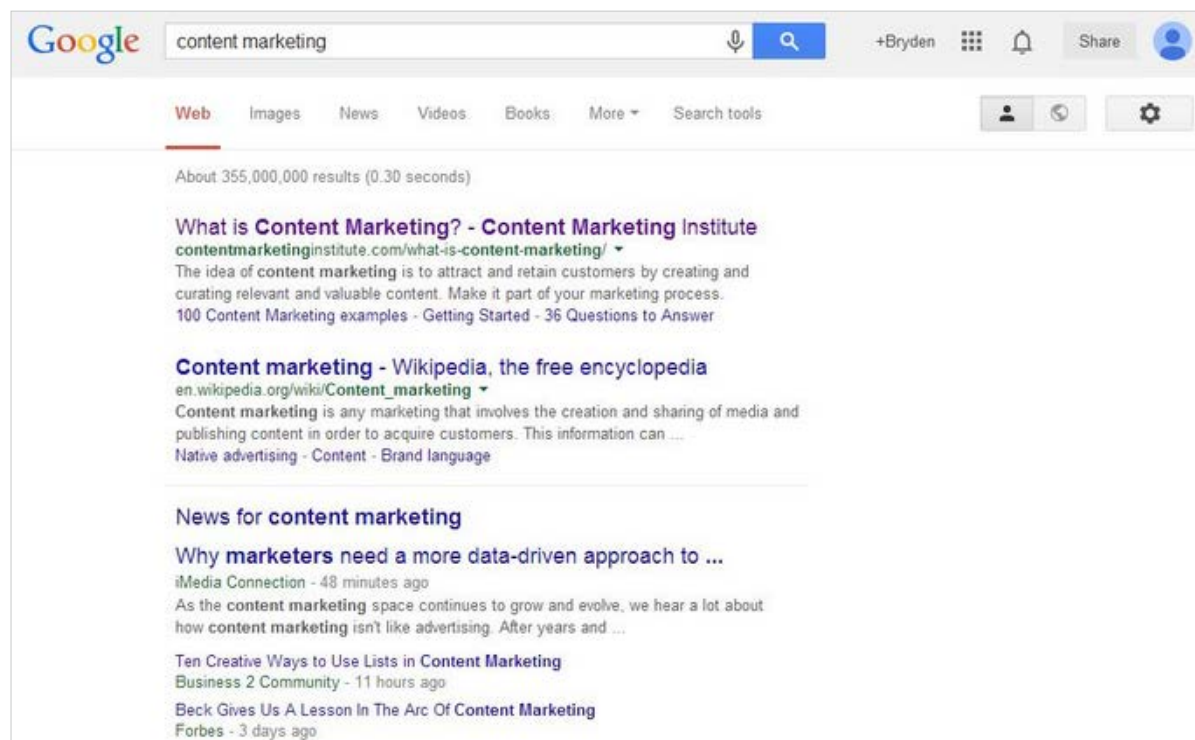
In addition to this lack of awareness, browser extensions like Adblock essentially render any ads on the page invisible. Below are two images, one with Adblock and one without. It is very clear that Adblock is an effective tool in removing ads but, unfortunately for marketers, that's a lot of ads people don't see and eventually get used to not seeing them.



Without AdBlock on:



With AdBlock on:



This is a huge difference in experience for potential consumers and whilst it might look like paid advertising could be ineffective, Versio2 provides these statistics for paid advertising in 2013 that might make you re-consider.

- Global spend on search advertising rose 15% in Q1 2013, year-on-year, spurred on by a 62% jump in click-through rates (CTR) and 21% increase in clicks compared to 2012.
- US spend on Pay-Per-Click (PPC) increased 24% in the same period, while in Europe it dropped 4% and 11% in the UK.
- PPC rose 7% in Q1 against the previous quarter and 23% year-on-year.
- CTR, a measure of how many people that view an ad actually go on to click it, more than doubled from an average of 4.8% in 2011 to 11.1% in 2012.
- A 2012 survey of 1,915 marketers showed that 48% use PPC in their online campaigns. 32% of those said it was very effective, while a further 56% marked it as somewhat effective.

However...

- Only 6% of Google and Bing users click on a paid search result, compared to the 94% that go for the organic, unpaid results. This is based on a sample of 1.4 billion searches by 28 million UK users in 2011.

But...

- Paid results account for 64.6% of clicks for keyword searches that imply high commercial intent.

And...

- 45.5% of Google Search users can't identify paid results if not clearly listed in the sidebar on the right-hand side of the page.

Why Blog?

Simply put, traditional paid-online advertising has several barriers that can limit its effectiveness - both in terms of how people have habitually learnt to ignore ads and how software such as AdBlock can almost entirely bury all ads. However, the infancy of social media-based advertising has helped it remain relatively effective - Instagram advertising only recently arrived in Australia.

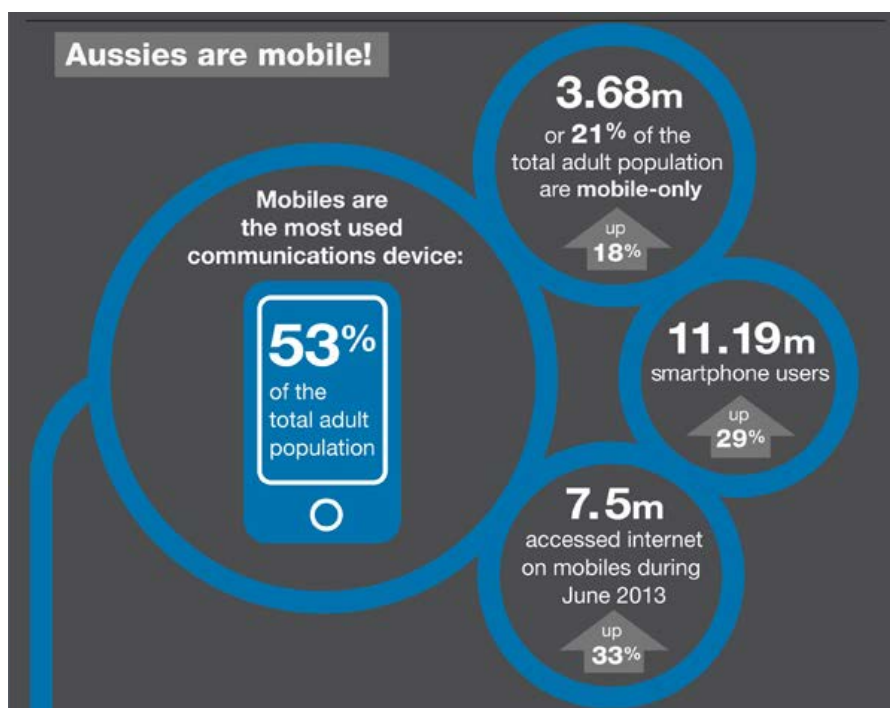
Not only is social media a giant information collector, but Facebook (arguably the most important and used) allows paid posts to reach the top of users' News Feeds. For the most part, these ads aren't able to be blocked by users or third-party software like AdBlock - at least not without a lot of work.

If you were to invest in one area of paid-online advertising, then social media may be worth considering first. That said, traditional search engine ads still certainly work and be of great benefit. But a lot more users are simply ignoring them or, even worse, blocking them.

7 MOBILE MARKETING

Mobile marketing has absolutely exploded. Not only is there now the traditional internet and all the marketing opportunities that come with that, but there's the direct email and social media connections, plus in-app ads and purchases. Australia is no different than many other countries when it comes to the mobile revolution:

- As at 31 December 2013 there were 20.3 million internet-enabled mobile handset owners in Australia, an increase of 3% from 19.6 million owners at the end of June 2013. Internet Activity Survey (IAS)
- The volume of data downloaded via mobile handsets for the three months ended 31 December 2013 was 27,627 Terabytes, a 41% increase from the three months ended 30 June 2013. (IAS)
- For the 20.3 million internet-enabled mobile handset owners, this equates to 0.5 GB of data downloaded per subscriber per month. (IAS)



<http://www.acma.gov.au/theACMA/engage-blogs/engage-blogs/ACMA-buzz/Our-digital-life>

Revenue from apps

In 2012, Australia was the fourth largest app market by revenue - combined revenue of Google Play and Apple App Store - after the USA, Japan and the UK. In Australia's digital economy, apps can both challenge traditional business models and offer businesses opportunities for diversification of their revenue streams. Apps are available to the consumer either for free or for a fee. Both options can provide additional revenue to business. (AMCA)

For Australian small and medium enterprises (SMEs), the app market and the benefits of apps to the business are still to be effectively realised, with only 3% of SMEs producing a business-related app. (AMCA)

However, 18% of SMEs have developed a mobile-optimised website to assist people who are using small-screen devices, such as mobile phones and tablets, to access their website. Only 2% of SMEs have produced both an app and a mobile-optimised website. (AMCA)

Going global

A large proportion of Australian mobile phone owners are downloading apps, relative to those in other countries (Figure 7). In 2013, 54% of Australians who used a mobile phone downloaded an app compared to 50% in the USA, 29% in the UK and 21% in France. (AMCA)

Figure 7 International comparison of mobile phone owners who have downloaded an app



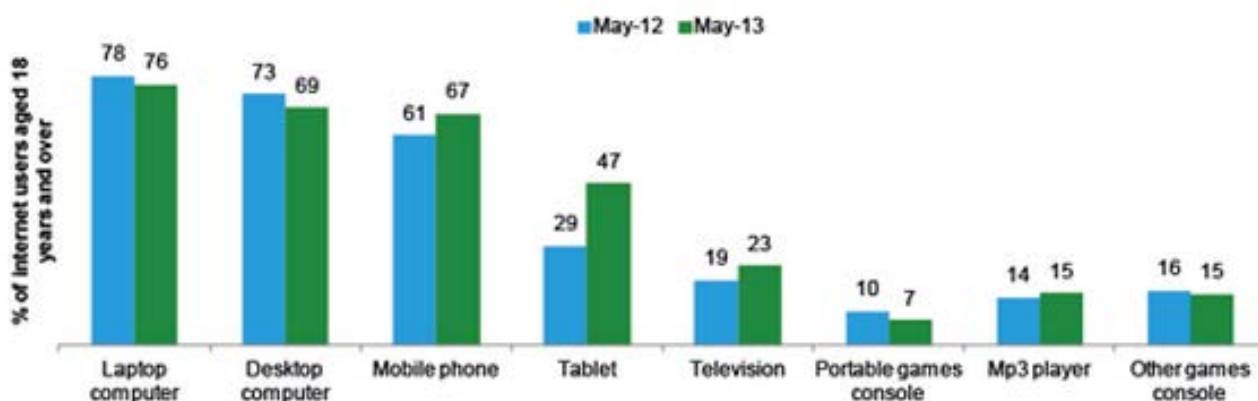
An app for all devices

As noted by one of Australia's top banks: 'customer uptake of new technology is changing business models around the world...and customers expect to be able to do everything they want on whatever device they are using at whatever hour of the day it is.' (AMCA)

It is not only the ongoing development and uptake of mobile apps that will contribute to realising this expectation. Consumer devices in the home environment are increasingly becoming more mobile and more connected. Figure 8 shows increases in the use of mobile phones, tablets, internet-enabled TVs and MP3 players to access the internet. As these technologies develop and expand, so too will the apps that add functionality and personalisation to consumer devices. (AMCA)

If you want to future-proof your business, then you should invest in making your website (if you have one) suited for mobile as well as desktop.

Devices Used to Access the Internet from Home



Source: ACMA

The Future

Mobile marketing has exploded; it has grown exponentially and will very soon be the main focus of marketing. With millions of smart phones, tablets and other portable devices that are internet-capable, mobile marketing is a sector that businesses cannot ignore.

Apps are making millions of dollars from in-app purchases and more and more websites are adapting to serve both desktop and mobile users.

Unfortunately, like the desktop, mobile is having troubles with paid-advertising as many users get easily frustrated with intrusive ads on their devices. Pop-ups are dismissed, banners and paid links are glossed over with many users utilising a mobile-specific ad blocker.

- Mobile marketing ad spend grew more than 100% in 2013. (Source: [Mobile Marketing Watch](#))
- 63% of all tablet owners have purchased a product or service from their device, compared with 39% of smartphone users. (Source: [eMarketer](#))
- 70% of mobile browser searches lead to action within an hour — 40% of these are on tablets and 60% on smartphones. (Source: [iAcquire](#))
- 9 out of 10 smart phone shoppers used their devices to buy products while at a brick-and-mortar store. (Source: [JiWire](#))
- Marketers who implement responsive design report a 20% increase in clicks and conversions on average. (Source: [Responsys](#))
- Mobile offers are redeemed 10x more frequently than print offers. (Source: [eMarketer](#))
- 1.08 billion of the world's 4 billion mobile phones are smartphones. 3.05 billion are SMS enabled. (Source: [Microsoft Tag](#)) That's a quarter!
- Mobile internet usage is projected to overtake desktop internet usage by the end of 2014. (Source: [Microsoft Tag](#))

8 ONLINE PRESS RELEASE

Originally, press releases were communication tools between a company and the media. However, with the internet, press releases can now be used as a direct to consumer communication tool. The purpose of a press release is to get your news in front of as many people as possible. Press releases help create quality online content and act as a means of developing links and sharing information. They are an effective, affordable tool to reach consumers directly.

Services such as Business Wire, PR Newswire and Market Wire simplify the process of getting news content into popular search engines.

According to Hubspot's Blog, the benefits of Online Press Releases are:

1. It will be picked up by other publications.
2. You build links.
3. They help journalists check information.
4. They refine your messaging.
5. The best press releases provide content for other marketing channels.

Whilst the drawbacks are:

1. Press releases alone don't help your SEO.
2. Press releases don't improve your communication with consumers.
3. Press releases are difficult to measure.
4. Press releases are not cost effective.

The Future

In the future it seems press releases will be much more of a public spectacle for some companies. It will be a time for them to take the stage and pull out all the marketing stops for their products. Some industries rely on press releases to build enormous amounts of hype for their products. Notable examples are E3 (annual gaming expo which announces the majority of major releases and new consoles), Comic-Con San Diego (a pop culture event where some of the biggest, multi-billion dollar movies are unveiled) and, of course, every Apple Keynote event.

In more recent times there has also been the Mobile World Congress (generally where Samsung announce their next big phone/s) and Google's I/O developers conference.

Now marketers are using these press conferences to as key multimedia marketing tools. An example would be movie studios releasing teaser trailers - essentially a trailer for the trailer. These are about 15 seconds of fast flashes of content in the upcoming trailers for a movie. When these are announced at press conferences they generate a huge amount of subsequent hype not only for the final product, but for the trailer for the product.

9 WEBINARS

What is a webinar? Well, simply put it is a web-based seminar; hence webinar. Webinars are a brilliant way to conduct a seminar but without everyone who wants to attend actually physically going to a location. Instead, webinars utilise video conferencing through the internet to connect everyone to a video feed of the seminar. They also allow for two-way interaction both from the audience and the presenter/lecturer.

ON24 (2013) has some very interesting stats about webinars:

- 42% of people who registered for access to webinars actually logged in/attended them.
- 64% of people registered for access the week of the live webinar whilst just 36% registered more than a week before the webinar.
- Of the 64%
 - 27% registered 2-7 days before;
 - 16% the day before;
 - 21% the day of the webinar
- The average viewer time of an average webinar (45 - 60 minutes) was 53 minutes.
- 25% of registrants accessed an archived version of the webinar.

The Content Marketing Institute has proposed a different form of webinar. Rather than a large 45 - 60 minute chunk, content marketers should incorporate short webinars into their blogs.

CMI lists these reasons for its suggestion:

- We all skim websites nowadays — our attention spans are short.
- Shorter is better for busy professionals. Busy = Successful = Valuable Clients.
- Footage of a person talking directly to you can be more engaging than a slide presentation.
- They can work for you on the SEO side, as the videos can be keyword optimised, meta-tagged, transcribed, etc.
- They are cheap to produce.
- They can help you stand out from the competition
- Videos are perfect for visitors who are unfamiliar with how webinars work.
- Videos add personality and humanise your brand.
- A short video is a mobile/social media friendly format.

Why use a webinar?

A webinar is a great way to build connections with clients and potential clients by offering an informative and interesting presentation that they have the option of attending at home. A free webinar will offer more leads but often of a lesser quality (i.e leads that may not turn into clients) but a paid webinar will provide a lot fewer leads but these leads will be of a higher quality. The basis of this is if someone has paid to access content from you there is a high chance they are very interested in your services.

Webinars as a 45 - 60 minute presentation may not work for you, so if you have access to any sort of recording device (these days mobile phones are sufficient) then you can start adding in videos to your blog as a sort of mini-webinar. These might be more digestible for busy professionals who don't often have the time to sit and watch lengthy presentations. In addition to this, simply hosting the recording allows individuals to view them at their leisure and provides multiple opportunities for lead generation.

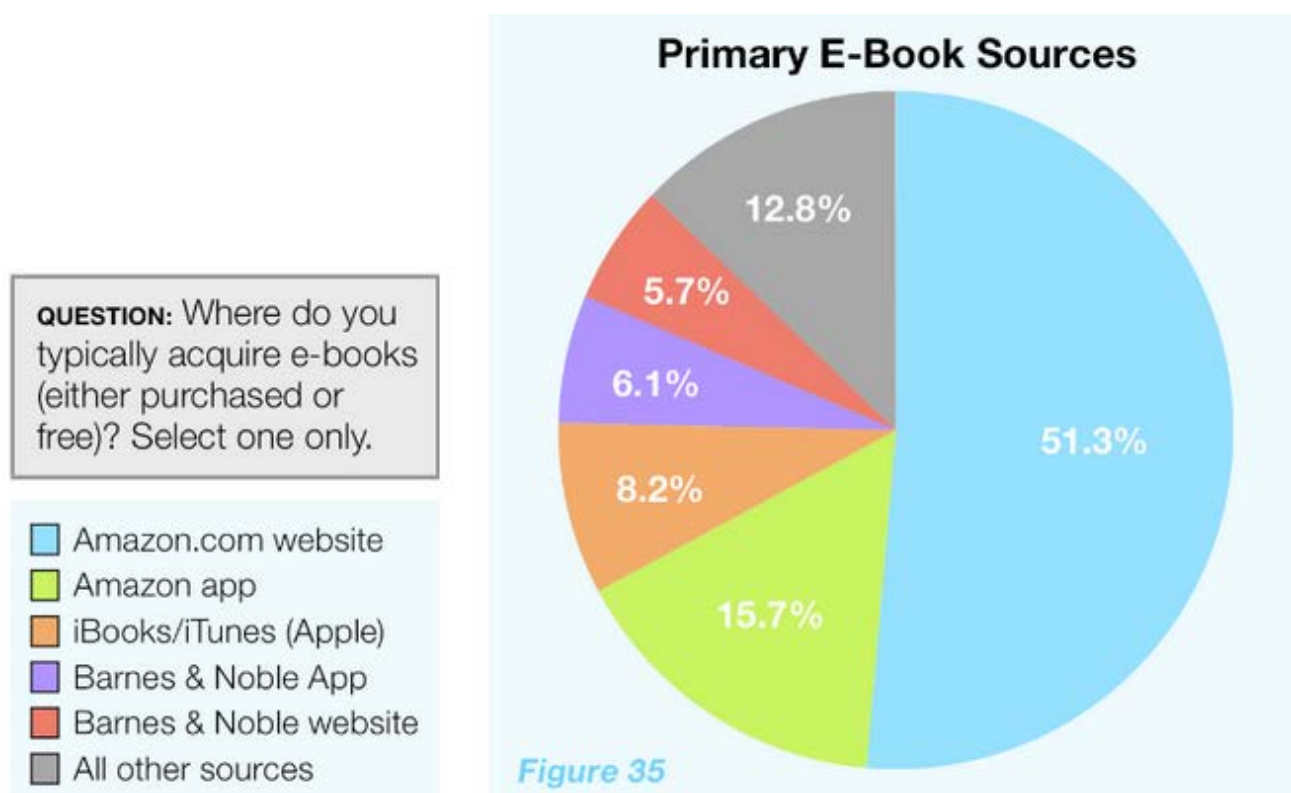


10 EBOOKS/GUIDES

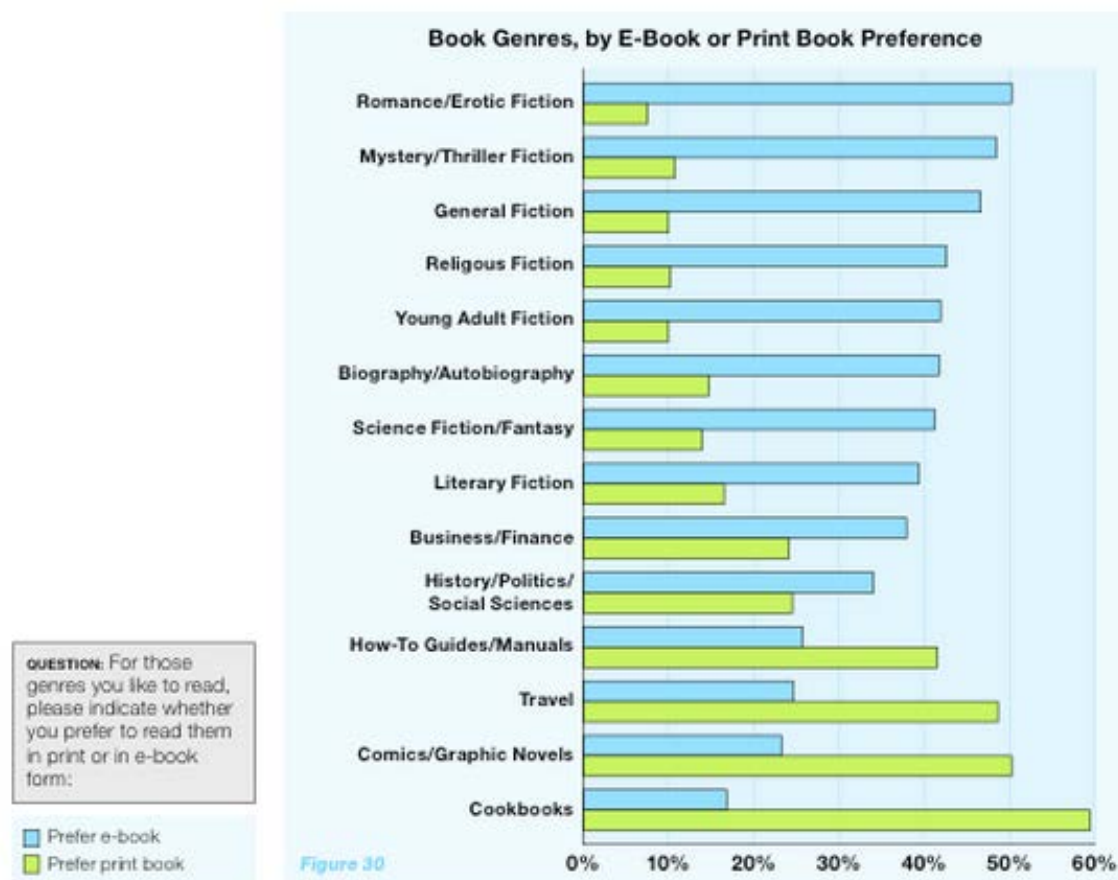
This is an eBook. eBooks can be put onto just about any device these days, and there are many online stores now offering eBooks to purchase. They've only recently become a real success with the invention of Amazon's Kindle popularising the format. Now you will probably see someone reading an eBook almost everywhere you go.

They can be a very cheap and convenient option for releasing books (big or small) you've written. We release this report every year via our website as an eBook. eBooks are a great way to provide quality content to potential leads. The best tactic for this is to request some basic details and an email address which the lead can have your eBook sent to.

The Book Industry Study Group (BISG) collated this data about where eBooks are purchased:



BISG also lists the ratios of people preferring digital to physical books according to their genres:



According to Yahoo Finance (YF), as of February 2014, since 2012 ebook sales rose from \$68 million USD to \$3 billion USD. Those numbers are insane. eBooks are an effective, cheap and efficient way to publish content. You have access to websites like Amazon that sell books on a global sale and constantly recommend new books based on previous sales.

You can even self-publish an eBook, the only cost you'd incur being the time it takes to write and design it. So if you have a lot of information that you think potential clients would be interested in reading, an eBook is definitely an amazing option to go with.

You can even write an eBook and split it up into separate blog posts with the option of buying the entire thing at once rather than waiting for the blogs to finish.

There's a lot of flexibility with eBooks and that's one of the reasons they're an effective marketing tool.

11 WHITE PAPERS

A white paper is an authoritative document that is issued by a company about a certain topic to provide information and explanations about a particular product, service or solution that company would offer. They are primarily marketing documents used to provide potential customers information that would ultimately lead to them hiring or buying from that company.

Most white papers are primarily targeted at B2B marketers such as between a manufacturer and a wholesaler. These white papers would be used to sell the services of such a company to the other by specifically focusing on what the potential client company would be looking for in a company they'd hire.

“In relation to B2B marketing, there are three main types of white papers: backgrounders, which explain the technical features of a particular offering; numbered lists, which highlight tips or points regarding an offering; and problem/solution white papers, which introduce an improved solution to a common business or technical challenge.” (Investopedia)

White papers should be a more professional and factual form of marketing. They're designed not to attract attention so much as provide clear and educational information for clients.

Whilst white papers might not be the flashiest or the most stunning form of marketing they are seeing an increased adoption rate. As of 2012, 51% of B2B marketers use white papers, a 19% increase from 2010. (CMI)

Compared to social media and blogs, white papers are seen to be more effective amongst users, with 60% of users thinking white papers are effective. Social media has 50% and blogs have 58%. (CMI)



12 CALL TO ACTION

A call to action is essentially a response you want users to complete when they see your site. Be it “click here to subscribe”, “notify me of special offers” or any text or image that incites a response from the reader, it’s literally a call to make the user complete a certain action.

A call to action is usually on the front page of a website (or other high traffic pages), somewhere where it will be easily noticed and containing text or an image that is likely to get visitors to click it.

Hubspot has a checklist for an effective call to action:

- Eye catching design - you want this to stand out so someone will click it. Contrast your call to action themes with that of your overall website design.
- Copy that makes people want to act - use verbs that will actually make people take action.
- A clear value proposition - visitors should know what happens when they click your call to action.
- A specific page - you should ideally send visitors to a specially designed landing page, but any page that will provide them with ways to get involved with your site will work.

Did you know that 70% of businesses don’t have a call to action? (SBIZ)

Your call to action is the difference between a visitor arbitrarily scrolling through your front page without any incentive to investigate further and a new customer. That one click they do that sends them to a landing page, subscribes them to your blog or simply provides them with the information they seek could mean the difference between them considering your business or your competitors’.



13 LANDING PAGE

Your landing page should promote your business and have some sort of offer that a potential customer would be interested in. This offer should involve some sort of interaction with the customer, such as a form that needs to be filled out in order to access the offer.

Unbounce states there are two types of landing pages; a click through landing page and a lead generation landing page.

Click through landing pages have the primary focus of getting a customer to reach another point of a website by clicking certain links. This type of landing page will generally have a lot of persuasive information about a product or service which will have direct links to the shopping cart or registration page, creating a clear and obvious path to customer interaction and retention.

These types of landing pages are most commonly used in e-commerce.

The lead generation landing pages are used to collect data from users by asking them to complete a basic form with information such as a name and email address. This then allows them access to items because of their interaction and data provision.

There are many uses for lead generation landing pages, some example uses and the items given to the user are listed below: (Unbounce)

- eBook or white paper
- Webinar registration
- Consultation for professional services
- Discount coupon/voucher
- Contest entry
- Free trial
- A physical gift (via direct mail)
- Notification of a future product launch

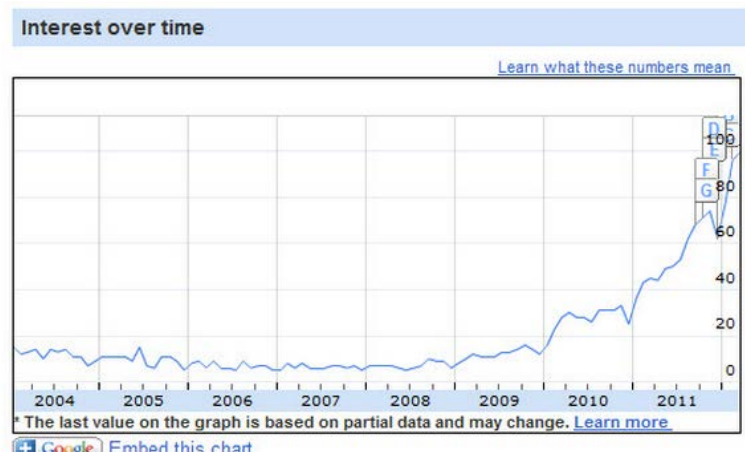
Lead generation landing pages should request the minimum amount of personal information necessary to effectively market your product or service in order to seem less overbearing and intrusive. Often a name and email address is all that is necessary to connect with a potential client and turn them from a digital passer-by to an interested client.



14 INFOGRAPHICS

Infographics have very quickly become one of the best formats for presenting statistics in a simplistic manner. They are a visual representation of data and information in the form of charts and graphs. Sounds boring, but it's actually a very easy way to quickly show the findings of what would usually constitute a long and boring report. In fact, infographics are used by just about every organisation that collects large amounts of data. This report alone has sourced information from infographics from government websites. The Australian Media & Communications Authority (AMCA) uses infographics a lot of the time to illustrate key findings.

Jeffbullas.com did a Google keyword search on infographics and as you can see they have certainly increased a lot over the past few years.



He then lists 9 reasons why infographics are great:

1. Compelling and Attractive
2. Easily Scanned and Viewed
3. Viral Capabilities
4. Portable (Embeddable)
5. Worldwide Coverage
6. Brand Awareness
7. Increases Traffic
8. Benefits Search Engine Optimisation
9. Shows an Expert Understanding of a Subject

Though it was quite difficult to actually find figures for infographics, my search actually reinforced the usage of infographics. When I tried to find statistics for their use in content marketing, all I would be presented with was infographics of content marketing statistics. The entire first three pages of Google were all infographics. This just goes to prove how widespread and useful infographics are.

15 CONCLUSION

Margin Media's Digital Marketing Report for 2014 has found that content marketing continues to grow, year on year. Every aspect of content marketing, even the aspects that some would believe to be dropping in popularity, are actually thriving. Email, white papers, blogs, eBooks have all increased in their usage and deemed effectiveness.

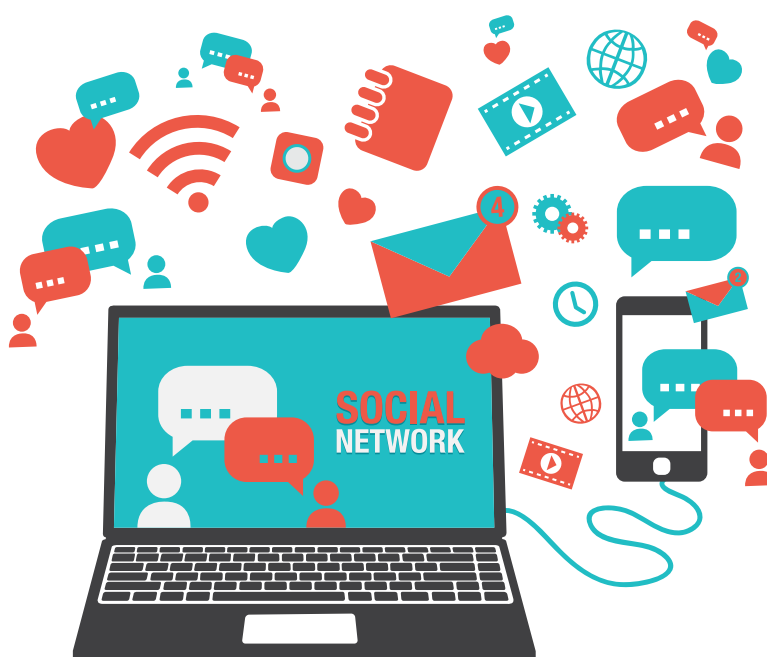
Aspects worth capitalising on are social media and mobile marketing. These formats are a haven for content marketing as the interactivity the platforms allow means there is a lot of user interface already built in and even more potential exposure to utilise. These two aspects have exploded in recent years and show no decline any time soon.

Overall, the state of content marketing is a very good one, marketers are believing more and more in content marketing as a viable method of acquiring customers and clients.

Margin Media is an Australian based digital media agency that provides online marketing and website design solutions. Margin Media operates one of the most popular daily and independent content marketing blogs that is read by thousands of marketers and business owners throughout Australia.

We wanted to share our knowledge with you and hopefully enable you to make solid, informed decisions with your marketing efforts. We hope you have enjoyed this report and would value your feedback to inform future annual instalments.

Please email us any feedback to info@marginmedia.com.au



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