

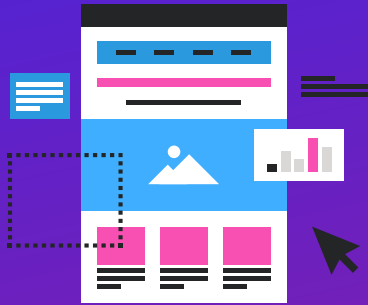


Roketto

EBOOK:

What Marketers Are Paying Attention to in 2019





Create an Effective Marketing Strategy

As a marketing manager, you're hoping to increase your company's traffic, land more qualified leads, grow your social reach and in the process impress your boss. You need data and direction to accomplish those goals and that's what we're giving you.

We've broken down the biggest marketing and social media trends from the past year and created this resource for you. This EBook will give you a clear understanding of key marketing priorities, tactics, issues and how to solve these challenges without becoming overwhelmed.

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- 2 Facing Your Marketing Challenges Head On
- 3 Marketing Priorities
- 4 Marketing Tactics
- 5 Generating Leads
- 6 Social Media & Trends

It's time to face
your biggest marketing
challenges head-on.

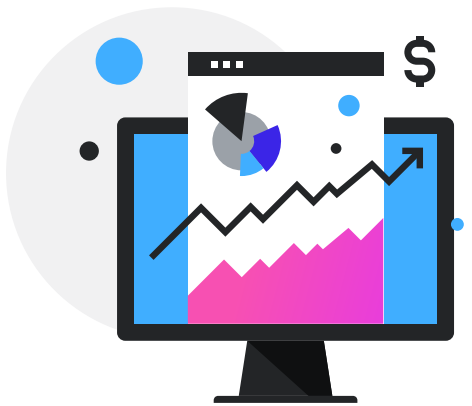


*Marketing needs to be helpful, exciting
and highly relevant to the prospect.
It's not about you, it's about them!*

- Chris Onyett

Q:

As a marketing expert, what are the
biggest challenges you are facing?



63%

GENERATING
TRAFFIC & LEADS



40%

PROVING
MARKETING ROI



28%

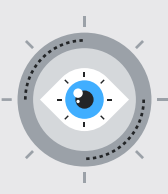
SECURING
BUDGET

AS WELL AS THE FOLLOWING:



26%

MANAGING
WEBSITES



26%

IDENTIFYING
THE RIGHT
TECHNOLOGIES
TO USE



21%

TARGETING
CONTENT FOR AN
INTERNATIONAL
AUDIENCE



19%

TRAINING
TEAM MEMBERS



18%

HIRING
TOP TALENT

Video is one of the top-cited
disruptors in marketing.

Many feel that video will leave them
without a job one day.

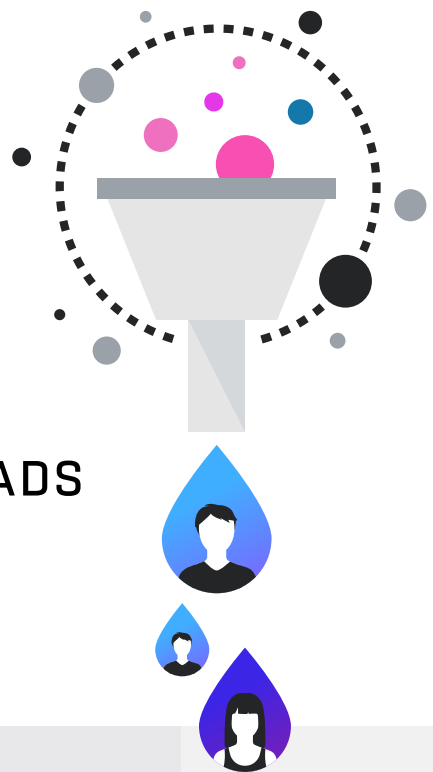


Getting Social.

Social media is another necessary evil
for marketers. There's always a new
algorithm to deal with, a new type of
content and new networks to jump on.
It can feel like too much.

Marketing Priorities

Marketers are focusing on converting leads to customers.



70%

CONVERTING
CONTRACTS/LEADS
TO CUSTOMERS

OTHER PRIORITIES INCLUDE:



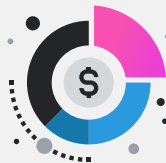
55%

GROWING
TRAFFIC TO
WEBSITE



45%

INCREASING
REVENUE DERIVED
FROM EXISTING
CUSTOMERS



39%

PROVING
MARKETING ROI



29%

SALES
ENABLEMENT



28%

REDUCING
THE COST OF
CONTACTS/LEADS
& CUSTOMER
ACQUISITION

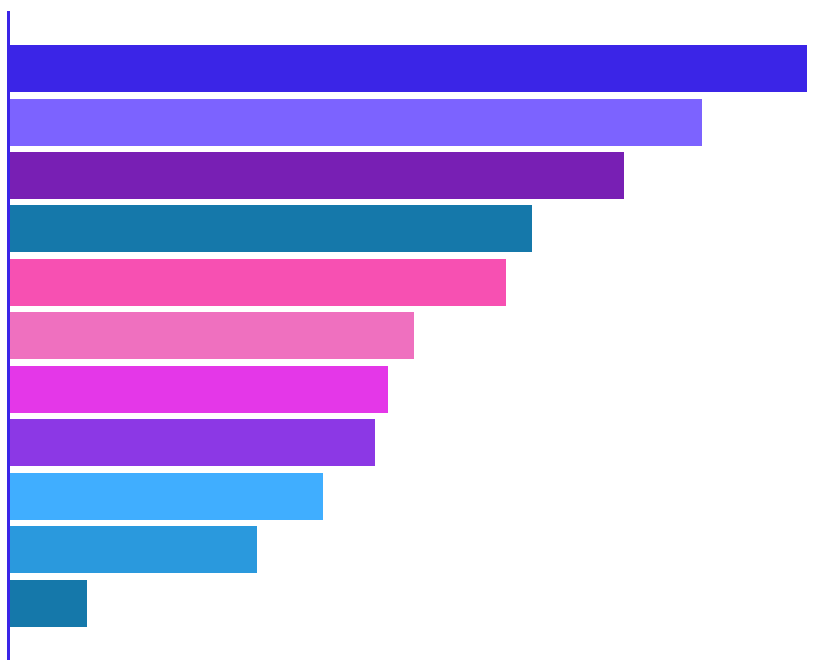
*Create content that educates your customers and
you'll build your brand's trust, not just your
website's traffic.*

- Ulf Lonegren

Q:

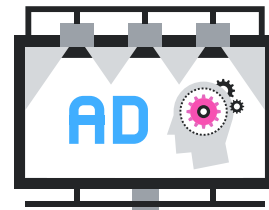
When it comes to inbound marketing projects, what's your top priority?

61% | Growing Seo/organic Presence
53% | Blog Content Creation
47% | Content Distribution/amplification
40% | Marketing Automation
38% | Interactive Content Creation
31% | Visual Content Creation
29% | Long-form/visual Content Creation
28% | Online Tools
24% | Product How-to Videos
19% | Webinars
6% | Freemium Trials

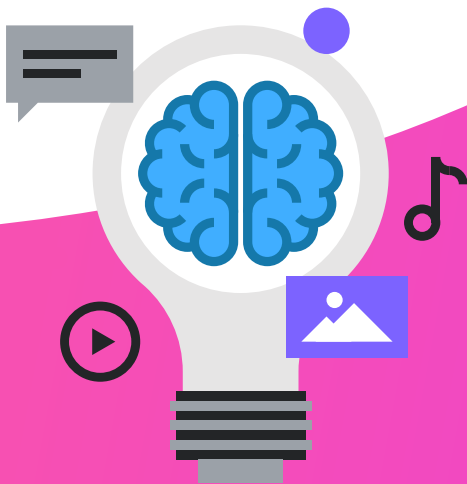


Marketing Tactics

Marketers are stepping away from outbound, traditional marketing and stepping into customer-oriented marketing.



Inbound marketing is the fundamental shift from selling to educating.

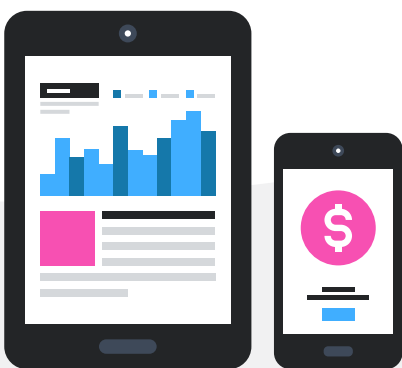
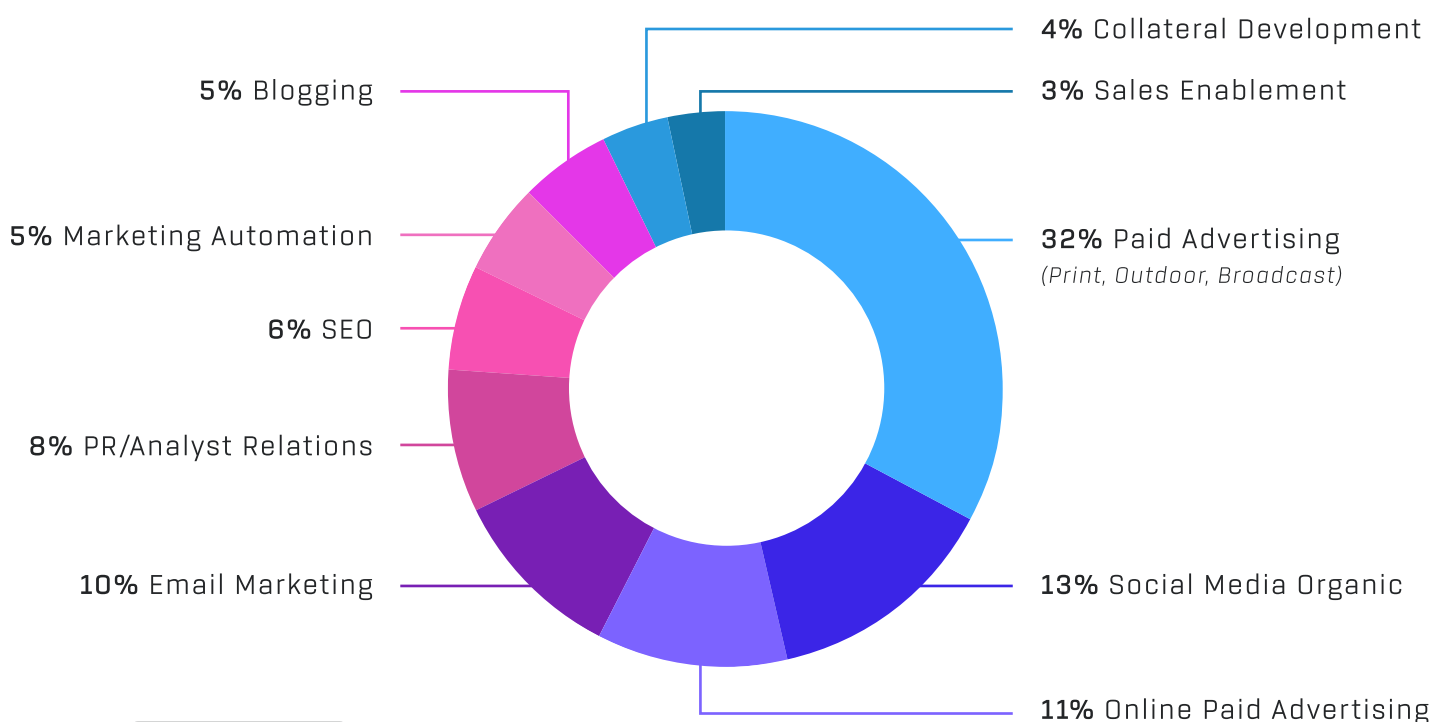


More than 236 million desktop devices worldwide use an adblocker.

That's a 17% increase from last year.

Q:

What is the most overrated marketing tactic?



Mobile presents the biggest untapped Ad potential because of the use of desktop ad blockers



28% of total media consumption time is spent on mobile

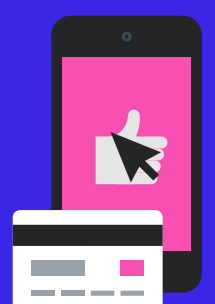
VS



But only 21% of ad money is spent on mobile

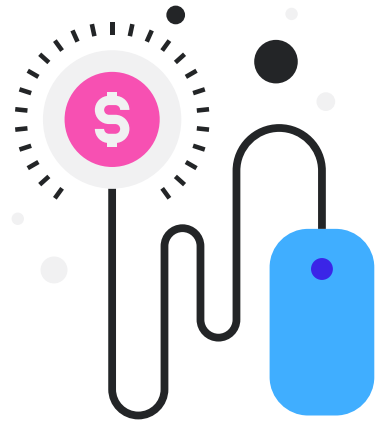
26%

who clicked on a Facebook ad made a purchase

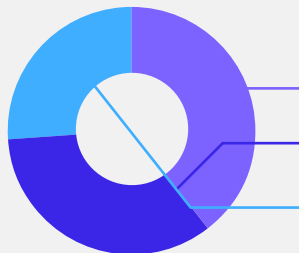


Generating Leads

Lead generation is a critical point in the buyer's journey. You need to warm up potential customers enough so they want to hear from your sales team.



Which is the top source of leads for your sales organization?

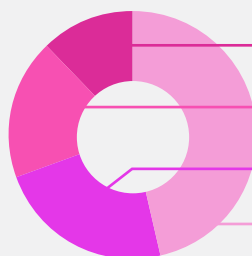


38% | Leads Sourced by Sales

33% | Referrals

25% | Leads from Marketing

Which marketing approach has given your organization higher ROI?



16% | Outbound Marketing

18% | Don't Know

23% | Could Not Or Do Not Calculate ROI

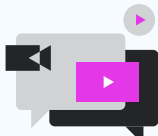
46% | Inbound Marketing

LEADS FORMED THROUGHOUT THE INBOUND MARKETING CAMPAIGN



1%

CONTACT
PAGE



1.6%

WEBINAR



1.95%

SOCIAL
MEDIA



2.33%

PAID SEARCH
(POINT PER CLICK)



3.82%

INBOUND
(SEO, BLOGGING)



13-17%

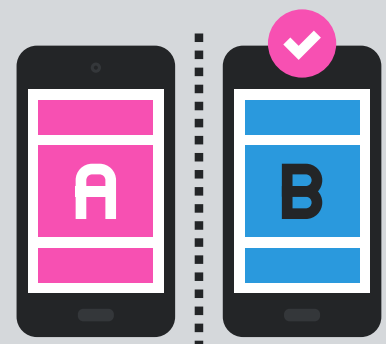
LANDING
PAGE

Landing pages allow you to focus on a single objective, which almost always results in a higher conversion rate.

- Ulf Lonegren

Continue creating remarkable content and never stop testing.

The more you test every step of your inbound strategy, the more you'll improve lead quality.

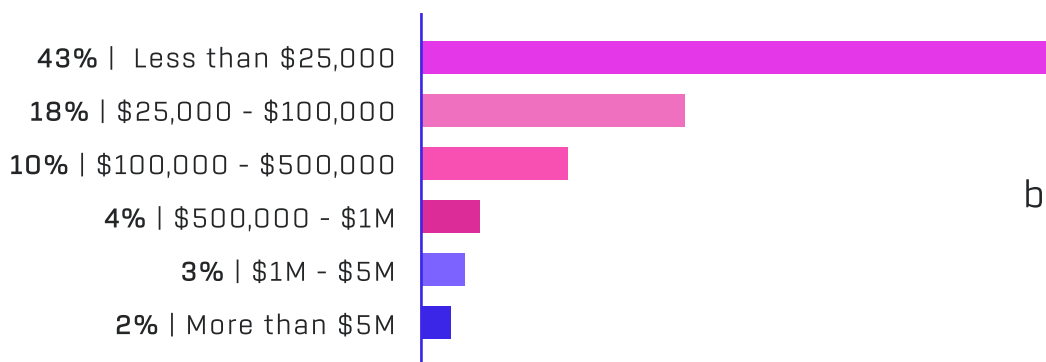


Advice for modern marketers. Live in social. You're not B2B marketers, you're H2H marketers - human to human. Humans live in snapchat, instagram. If you're not marketing to these sites, you might as well be marketing in a trashcan.

- Brian Halligan, CEO, HubSpot

Q:

Crunch the numbers.
What do you plan to spend on marketing this year?

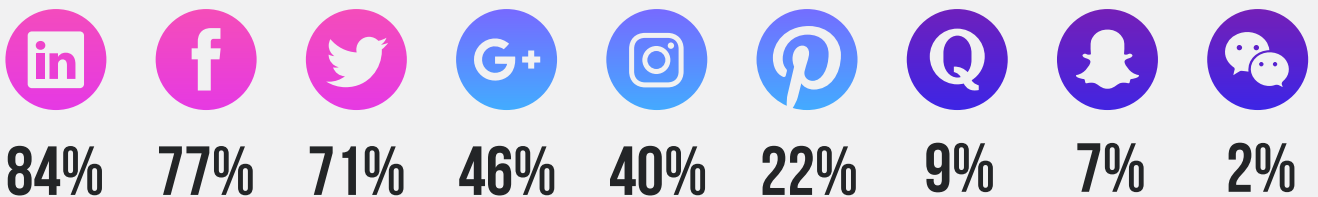


3X

The average budget spent on marketing has tripled in just three years.

Q:

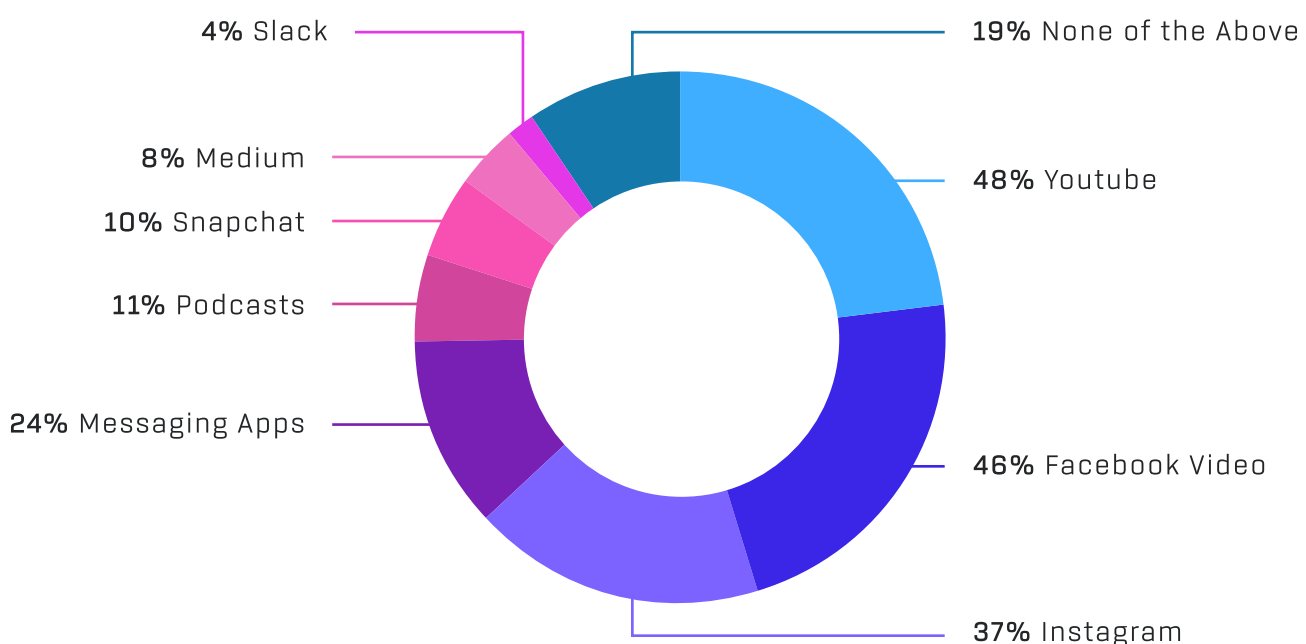
Online networking is growing in popularity.
Which social media channels do you use for professional purposes?



Each little action is visible and can bring you closer together with like-minded business professionals

Let's get digital.
What content channel do you plan to add this year?

Q:



This year Google has reached twice the size of Facebook in terms of revenue but Facebook is growing faster than Google at this point.



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Sources

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