



# THE STATE OF INBOUND 2016

Data Tool Kit

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*\*NOTE: Please do not share this data beyond approved partners and contributors before September 12, 2016*

**Content**

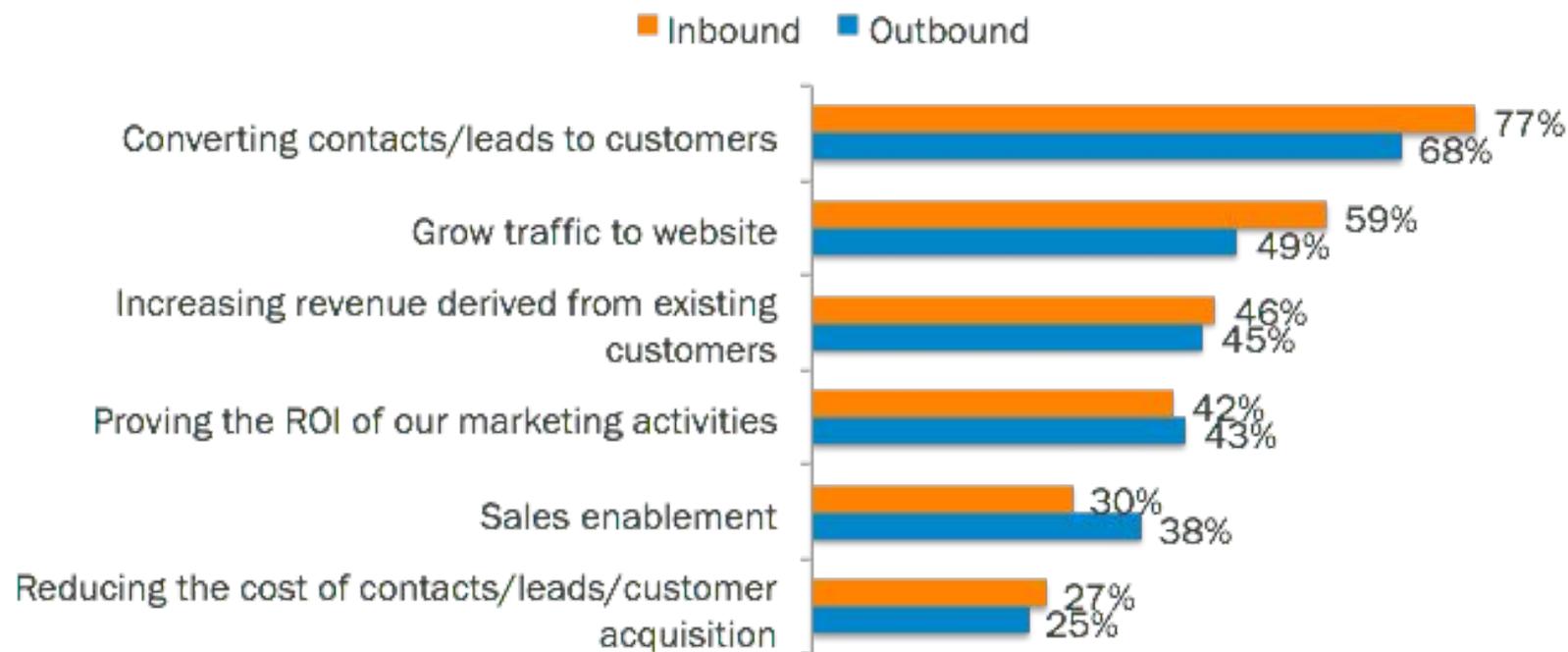
**Marketers  
aren't creating  
the content  
people actually  
want**

**TL;DR:** Marketers and consumers disagree about content. To remain relevant, marketers should strive for format diversification and a decentralized content strategy.

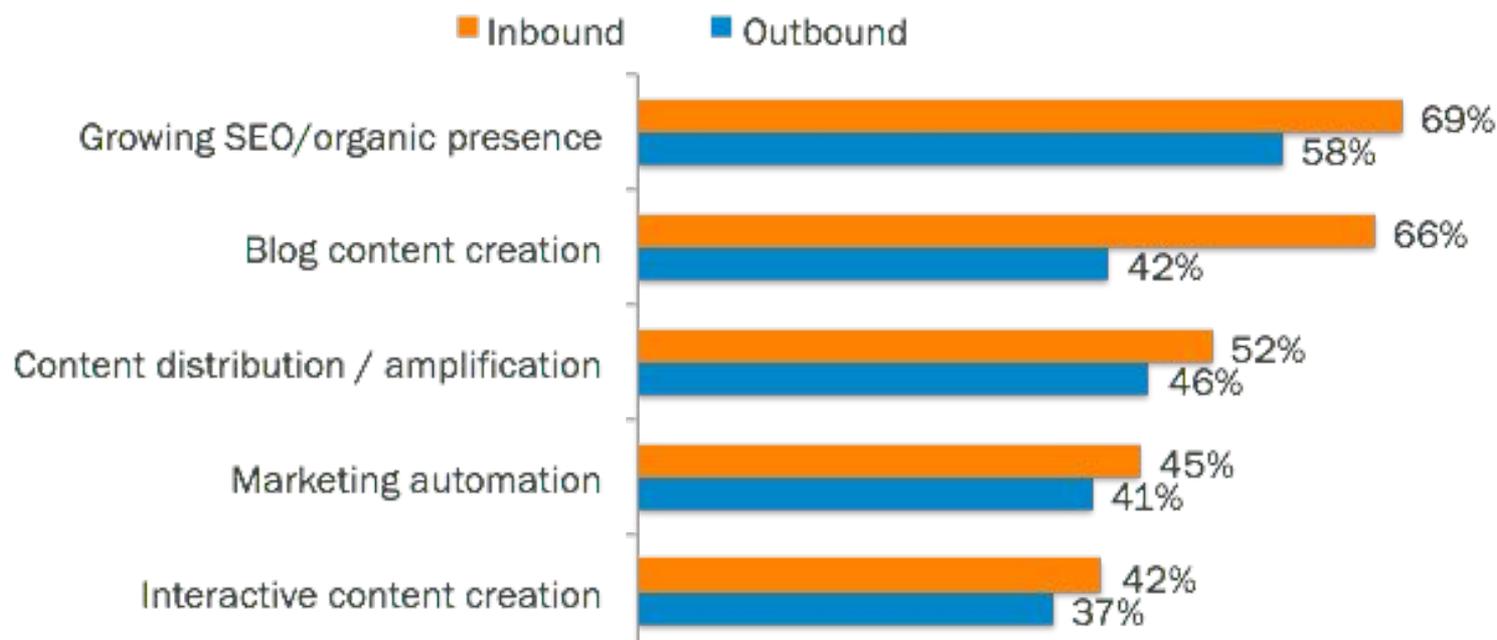
## **I. What are marketers prioritizing?**

Above all else, marketers want to convert more of their contacts/leads into customers. To do this, their priority is growing their organic presence and writing blog posts.

## What are your company's top marketing priorities over the next 12 months?



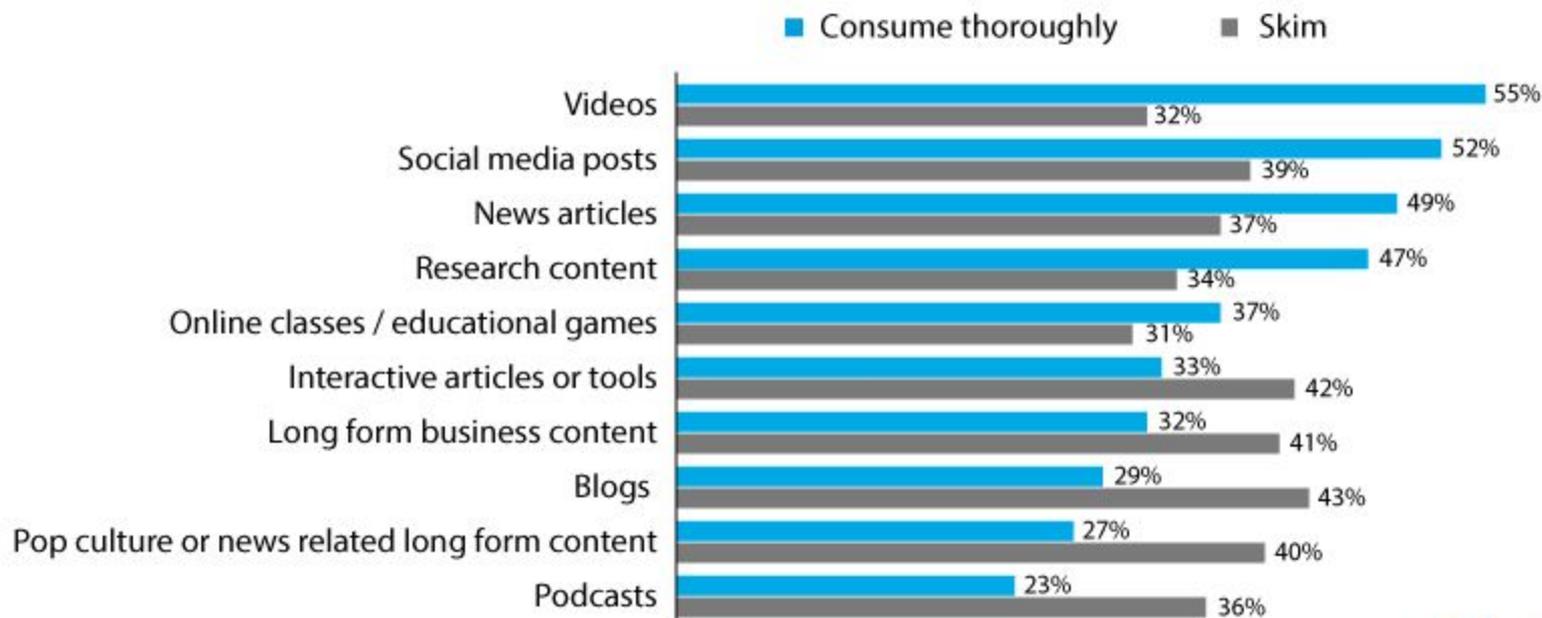
## What are your company's top inbound marketing priorities over the next 12 months?



## **II. Is this what consumers want?**

Marketers' content priorities don't align with what customers want to consume. People are most likely to skim blog posts and longform business content. Instead, consumers pay most attention to videos, social posts, and news articles.

## When it comes to content, what do you closely pay attention to and what are you less attentive to (e.g., skim)?



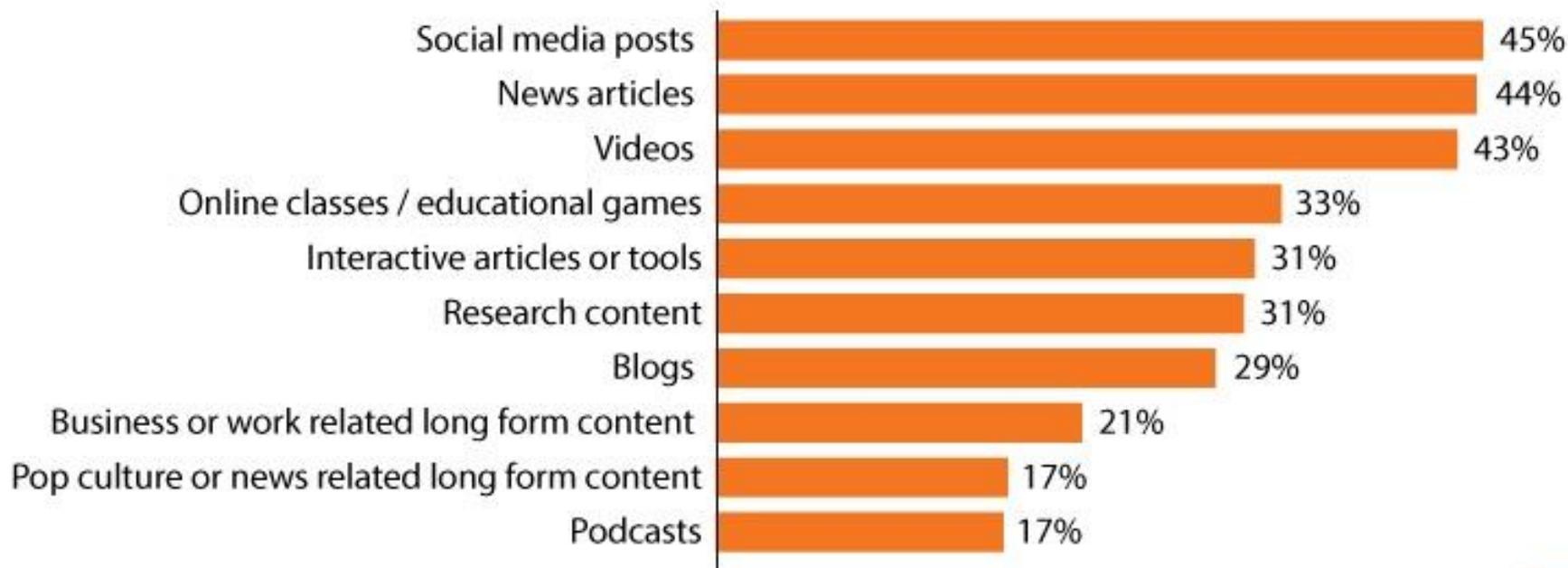
Base: 1091 Global Consumers  
Source: HubSpot Consumer Behavior Survey, Q1 2016



### **III. Marketers should diversify format.**

Consumers want to see more social media posts, news articles, and videos. Marketers should invest resources into diversifying their content with multimedia creators and make sure that blog posts are easily digestible to reflect skimming habits.

## What content types do you want to see more of in the future?



Base: 1091 Global Consumers

Source: HubSpot Consumer Behavior Survey, Q1 2016



[\*The Future of Content Marketing: How People Are Changing the Way They Read, Interact, and Engage With Content\*](#)

- Facebook users watch **8 billion** videos a day - ([The Verge](#))
- Snapchat users watch **10 billion** videos per day - ([Bloomberg](#))
- **45%** watch more than an hour of Facebook or YouTube videos a week - ([HS Research](#))
- **49%** of 18-24 year olds watch at least 3 hours of video on YouTube a week - ([HS Research](#))

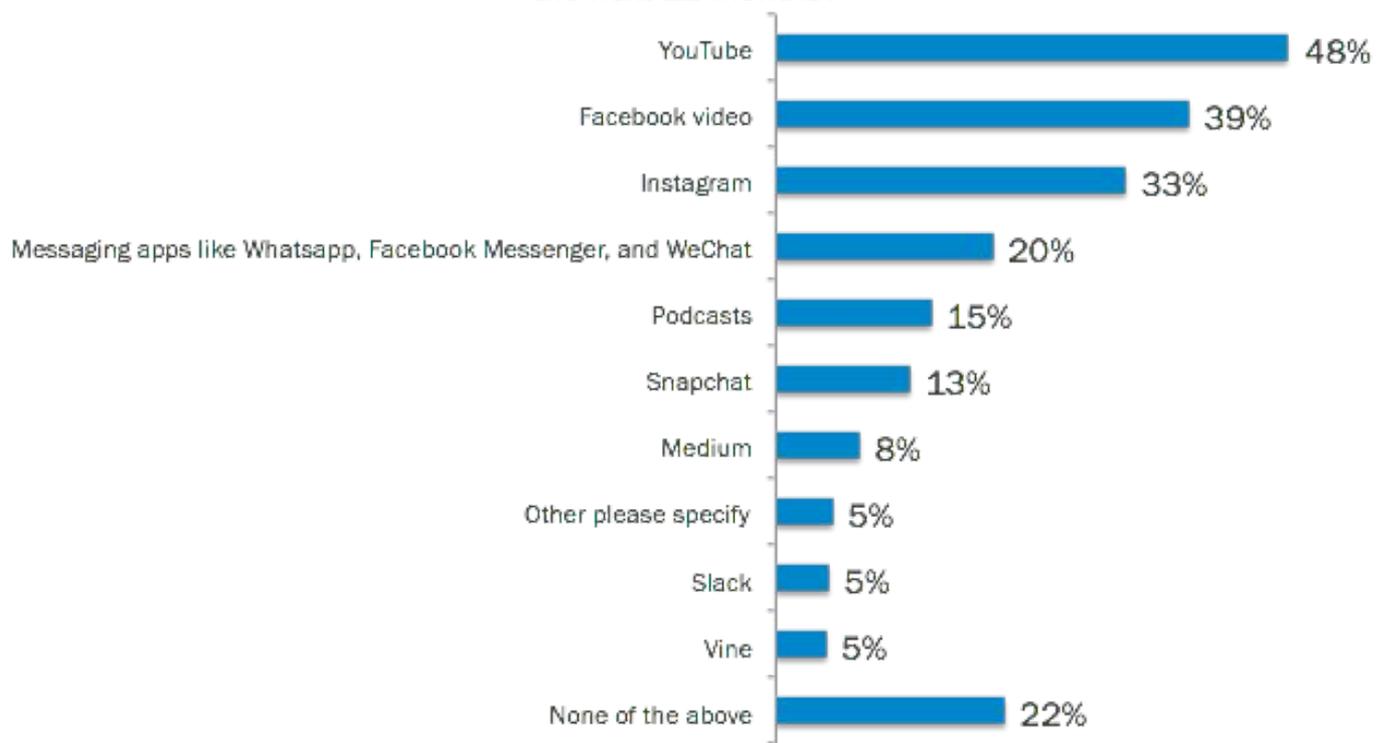
## **IV. Marketers should extend their strategies beyond the website**

Consumers are increasingly turning to social media, messaging apps, and bots for content via their mobile. This means that content consumption is becoming decentralized across the web. Today, marketers' content strategy should extend beyond their own blogs and website, and include publishing through external outlets.

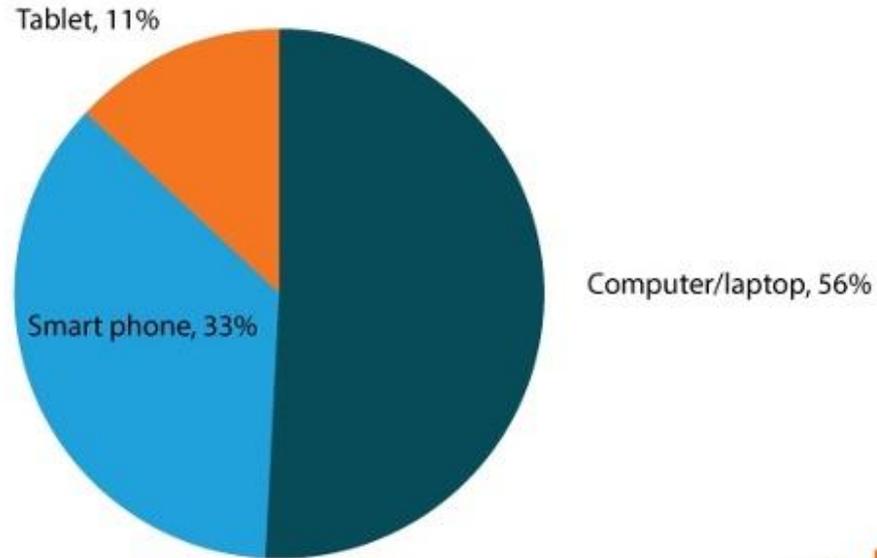
In the past two years, social content consumption has increased:

- **57%** increase on Facebook - ([HS Research](#))
- **25%** increase on Twitter - ([HS Research](#))
- **21%** increase on LinkedIn - ([HS Research](#))

## What content distribution channels do you plan to add to your marketing efforts in the next 12 months?



## What device do you spend the most time on to access the internet?



Base: 1091 Global Consumers  
Source: HubSpot Consumer Behavior Survey, Q1 2016



**What content types do you want to see more of in the future?  
by primary device type**

Rank	Computer/laptop as primary device	Mobile phone as primary device
1	News articles 46%	Social media posts 52%
2	Social media posts 43%	Videos 49%
3	Videos 41%	News articles 43%
4	Research content 34%	Interactive articles or tools 35%
5	Online classes / educational game 33%	Online classes / educational game 33%
6	Interactive articles or tools 30%	Blogs 27%

Base: 1091 Global Consumers  
Source: HubSpot Consumer Behavior Survey, Q1 2016



*[The Future of Content Marketing: How People Are Changing the Way They Read, Interact, and Engage With Content](#)*

- **1 billion** people on Facebook Messenger - ([Facebook](#))
- **36%** of smartphone owners use messaging apps - ([Pew](#))
- By 2018, chat app users worldwide will represent **80%** of smartphone users - ([eMarketer](#))
- Over **4 billion** downloads of messenger apps - ([HS Research](#))

**Search**

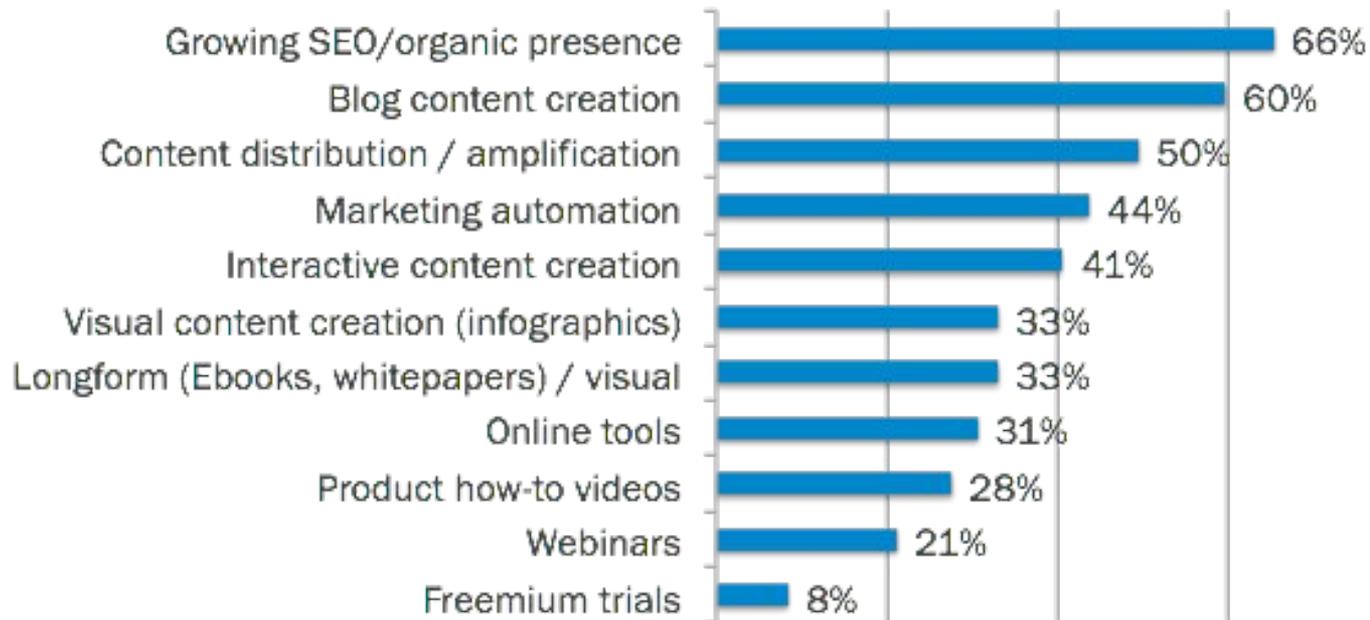
**Social media  
and bots are  
disrupting  
search  
engines**

**TL;DR:** Growing organic presence is a top priority for the majority of marketers. But as consumers turn to social media and bots for quick answers, marketers must adapt their distribution and promotion strategies.

## **I. SEO remains a top goal for inbound marketers.**

From the days of the Yellow Pages to today, “being found” by the right audience has always been a top priority for businesses. Today, 66% of marketers agree that growing SEO is their top priority.

## Thinking specifically about inbound marketing projects, what are your company's top priorities?

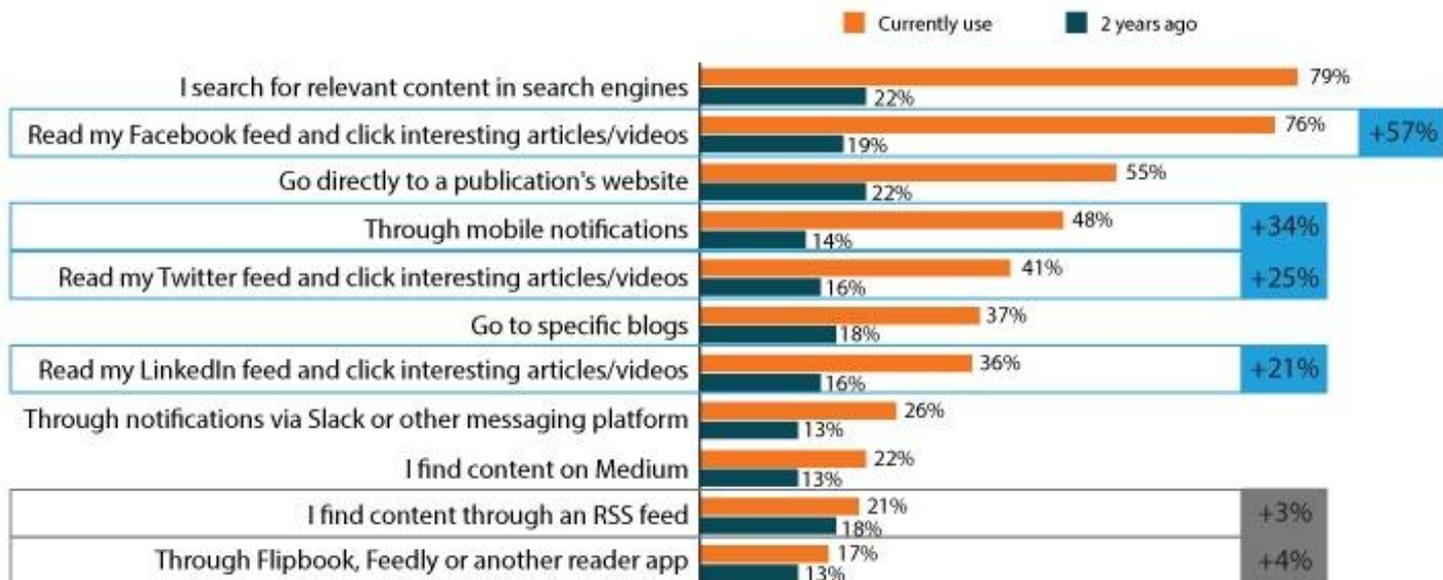


## **II. But, people are starting to look beyond traditional SERPs.**

Social content consumption is on the rise. As consumers seek out content in different places, businesses will have to move their content marketing efforts to uncharted territory -- this means optimizing content distribution beyond just your website or blog.

- In the past two years, social content consumption has increased:
  - **57%** increase on Facebook - ([HS Research](#))
  - **25%** increase on Twitter - ([HS Research](#))
  - **21%** increase on LinkedIn - ([HS Research](#))
- Google is still doing at least **3 billion** searches per day - ([Search Engine Land](#))
- But, Facebook is up to **2 billion** searches per day and gaining ground - ([Tech Crunch](#))

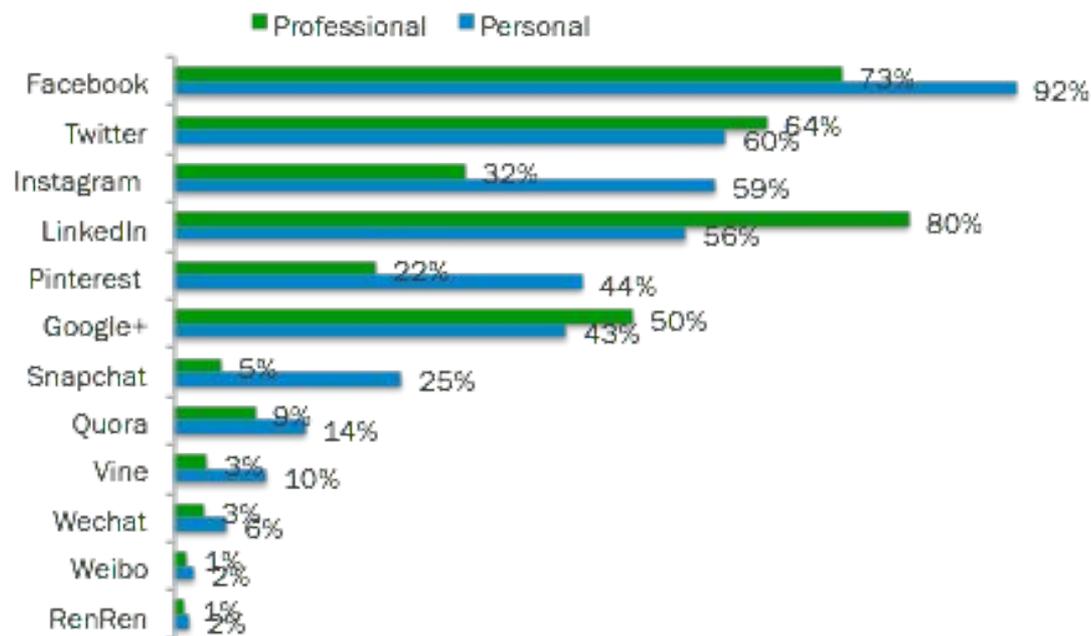
Where do you currently go to catch up on news, business and lifestyle stories online?  
Where did you go for the same content two years ago?



Base: 1091 Global Consumers  
Source: HubSpot Consumer Behavior Survey, Q1 2016



## Which social media channels do you use for professional and/or personal purposes?

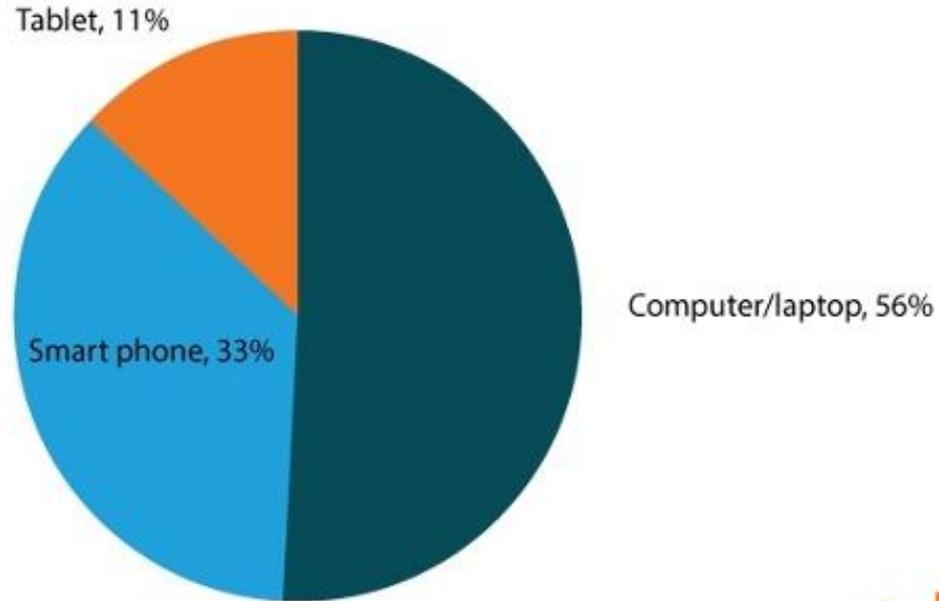


### **III. Search must accommodate mobile habits.**

A third of people now say their mobile is their primary device for accessing the internet, meaning content format must fit on-the-go habits. Mobile notifications will play a larger role in how consumers discover content.

- **88%** of search experts believe mobile friendliness will have greatest impact on Google's algorithm over the next 12 months - ([Moz](#))

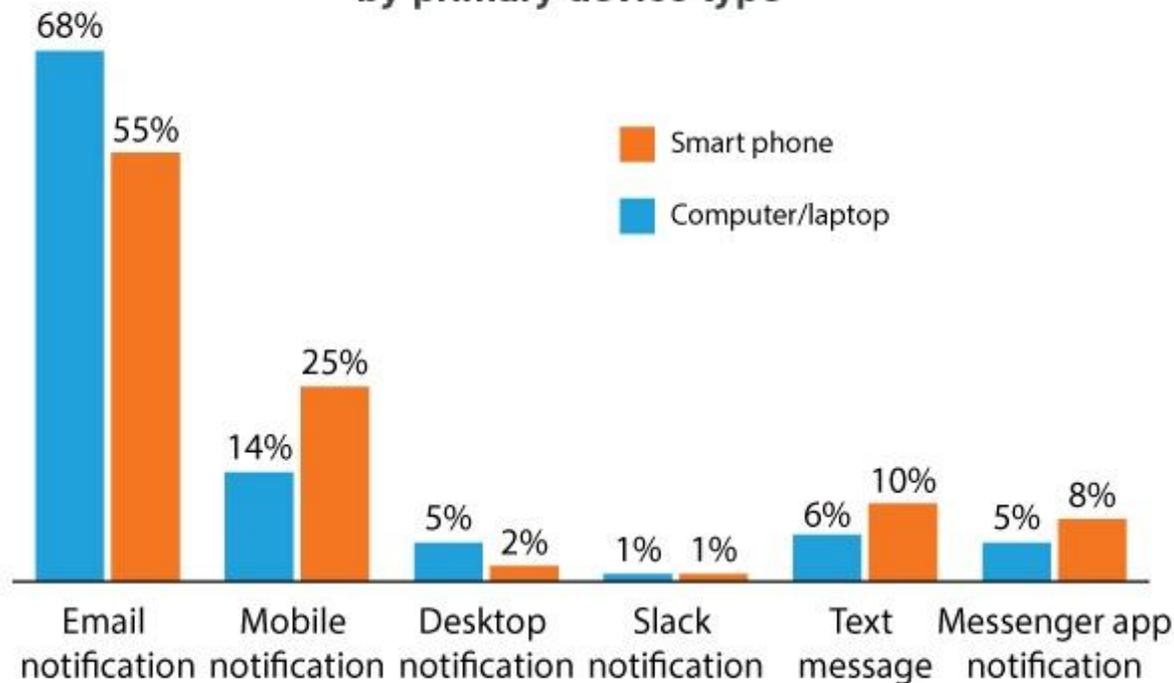
## What device do you spend the most time on to access the internet?



Base: 1091 Global Consumers  
Source: HubSpot Consumer Behavior Survey, Q1 2016



## How do you want to be notified when something new is published? by primary device type



Base: 1091 Global Consumers  
Source: HubSpot Consumer Behavior Survey, Q1 2016



*[The Future of Content Marketing: How People Are Changing the Way They Read, Interact, and Engage With Content](#)*

## **IV. Could new mobile technologies disrupt SEO?**

People are turning toward voice technologies and conversational UIs to search for content on demand. These trends aren't a faddish blip. Traditional search engine providers have taken notice and are building conversational search into their own product plans.

- **37%** use Siri at least monthly - ([HS Research](#))
- **23%** use Cortana at least monthly - ([HS Research](#))
- **19%** use Alexa at least monthly - ([HS Research](#))
- **19%** use Siri at least daily - ([HS Research](#))
  - 22% NORTHAM
  - 15% EMEA
  - 28% LATAM
  - 9% APAC

- **41.6%** of voice search users only started using it within the last 6 months - ([MindMeld](#))
- Query length for text searches run around 2 words, while successful voice searches have 3 words - ([Moz](#))
- **1 billion** people on Facebook Messenger - ([Facebook](#))
- **36%** of smartphone owners use messaging apps - ([Pew](#))
- Over **4 billion** downloads of messenger apps - ([HS Research](#))

**Ads**

**Consumers  
have more  
power over  
ads than  
marketers do**

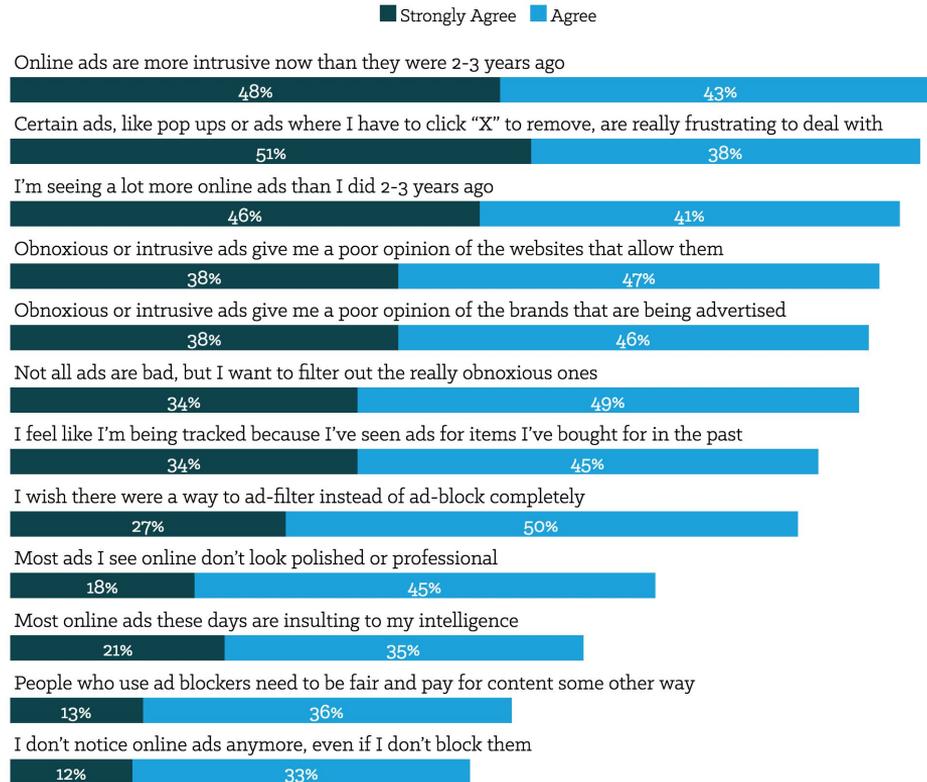
**TL;DR:** Consumers agree ads are increasingly more obnoxious, intrusive, and prevalent. As the number of pop-up and autoplaying ads rise, people are turning to ad blockers to stop the disruption.

## **I. The Scary State on Online Advertising**

Frankly, people hate ads -- especially when they're intrusive to the online experience. Most people recall encountering sponsored Facebook ads, autoplaying videos, and online display advertisements.

- **91%** of respondents say ads are more intrusive today compared to two to three years ago - [\(HS Research\)](#)
- **87%** say there are more ads in general than two to three years ago - [\(HS Research\)](#)
- **79%** feel they are being tracked as a result of retargeted ads - [\(HS Research\)](#)

## Majority agree ads are more intrusive and prevalent today

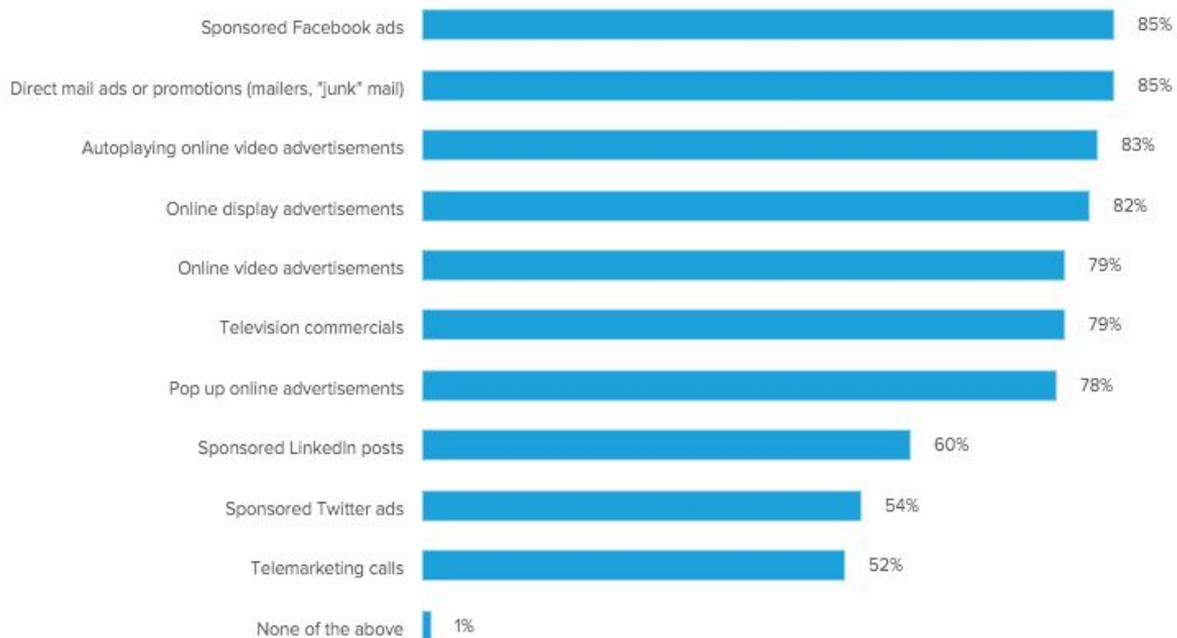


Base: 1055 online browsers in the US, UK, Germany, and France

Source: HubSpot Adblock Plus Research Study, Q2 2016

[Why People Block Ads \(And What It Means for Marketers and Advertisers\)](#)

## Have you received or encountered any of the following?



Base: 863 global consumers

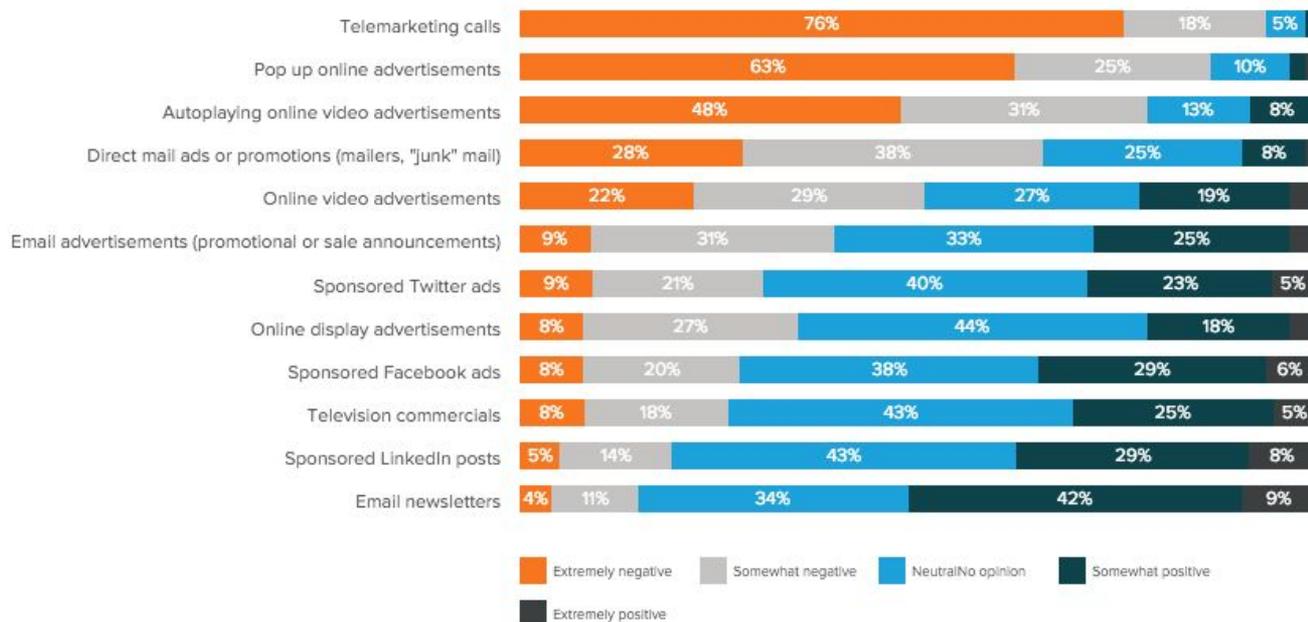
Source: HubSpot Global Interruptive Ads Survey, Q4 2015 - Q1 2016.



## **II. Who's the worst offender?**

Online pop-ups are among the most hated of adverts. Mobile ads are not far behind. Ads with neutral experience scores are either expected or do not disrupt the consumer browsing experience.

Have you received or encountered any of the following?  
Did it generate a positive or negative experience?



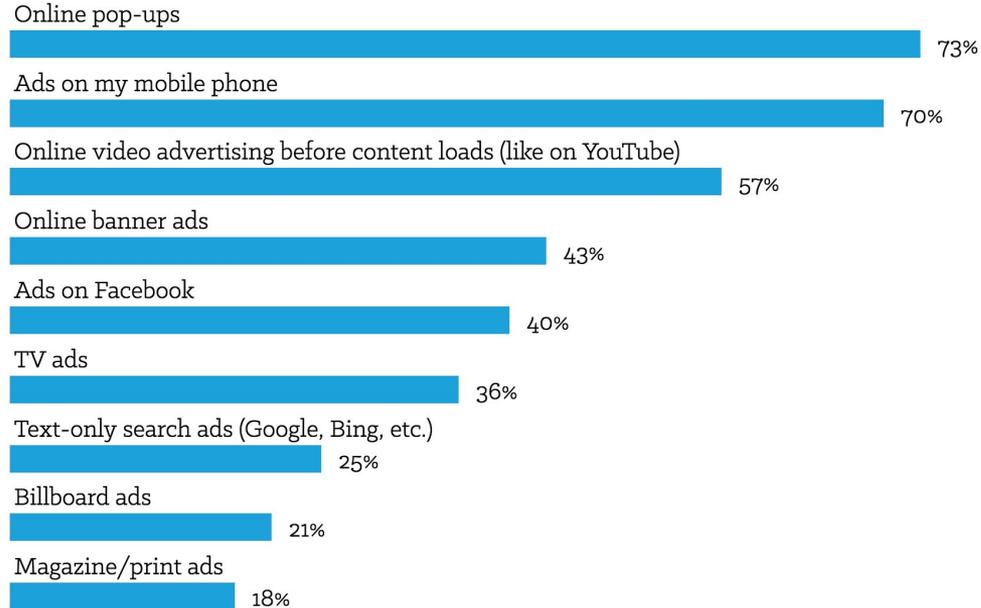
Base: 598 global consumers

Source: HubSpot Global Interruptive Ads Survey, Q4 2015 - Q1 2016.



## How do you feel about the following types of ads?

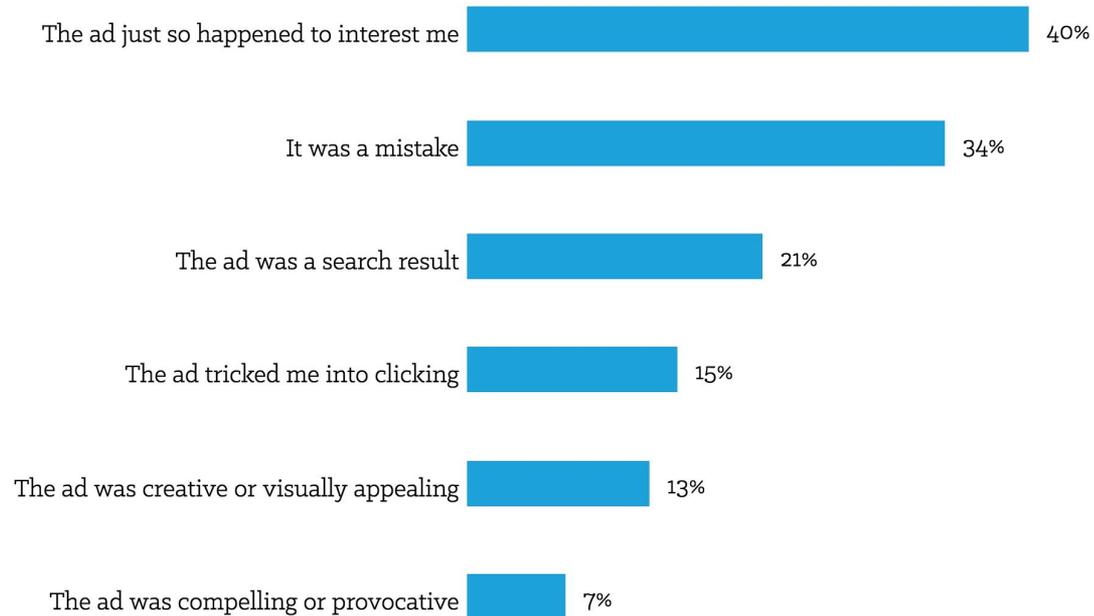
"I dislike them"



### **III. It's not just a problem for internet browsers, but marketers too.**

Only 40% of people clicked on an advertisement because it was actually interesting to them -- that's nearly equal to the 34% of people who only clicked as a mistake. It's no surprise marketers are failing to get viable leads from these tactics.

## What caused you to click on an advertisement?



Base: 1055 online browsers in the US, UK, Germany, and France

Source: HubSpot Adblock Plus Research Study, Q2 2016

[Why People Block Ads \(And What It Means for Marketers and Advertisers\)](#)

- Only **17%** of marketers say outbound practices (e.g. cold calling, TV/Outdoor Ads, Trade Shows, purchased lists) provide the highest quality leads for their sales team - ([State of Inbound 2016](#))

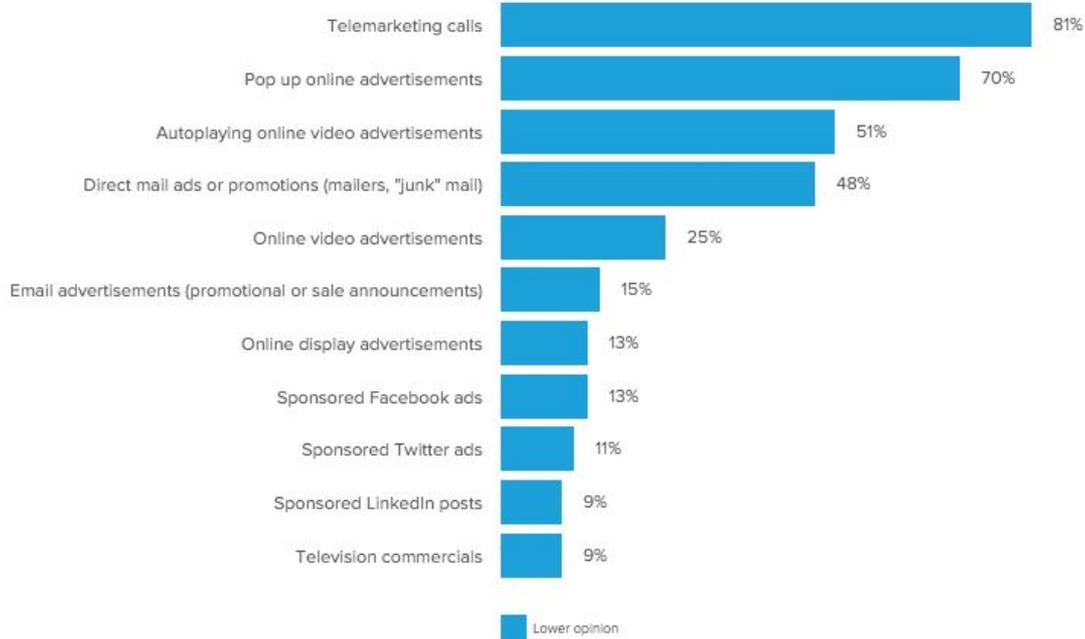
## **IV. The Effect on Brand and the Rise of Ad Blockers**

70% of consumers have a lower opinions of brands that use pop up ads, while 51% think less of brands who use autoplaying online video ads. People turn to ad blockers because they find ads annoying or disruptive to what they are doing.

- There have been **500 million** downloads worldwide of Adblock Plus - ([Adblock Plus](#))
- Ad blocking cost publishers **\$22 billion** in 2015 alone - ([Page Fair](#))
- By 2020, **\$35 billion** per year will be lost as a result to blocked ads - ([Digiday](#))

- **83%** of people would like the option to block ads on mobile - [\(HS Research\)](#)
- Mobile ad blocking is growing **90%** year over year - [\(InformationWeek\)](#)
- **429 million** people globally use an ad blocker on their mobile phone - [\(International Business Times\)](#)

If a company you regularly interact with sent or displayed the following types of ads to you, how would your opinion of the company change?



Base: 598 global consumers

Source: HubSpot Global Interruptive Ads Survey, Q4 2015 - Q1 2016.



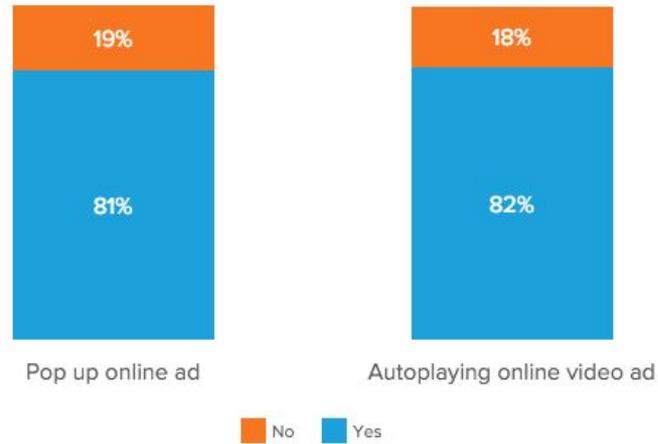
## Why did you unsubscribe from emails?



Base: 598 global consumers

Source: HubSpot Global Interruptive Ads Survey, Q4 2015 - Q1 2016.

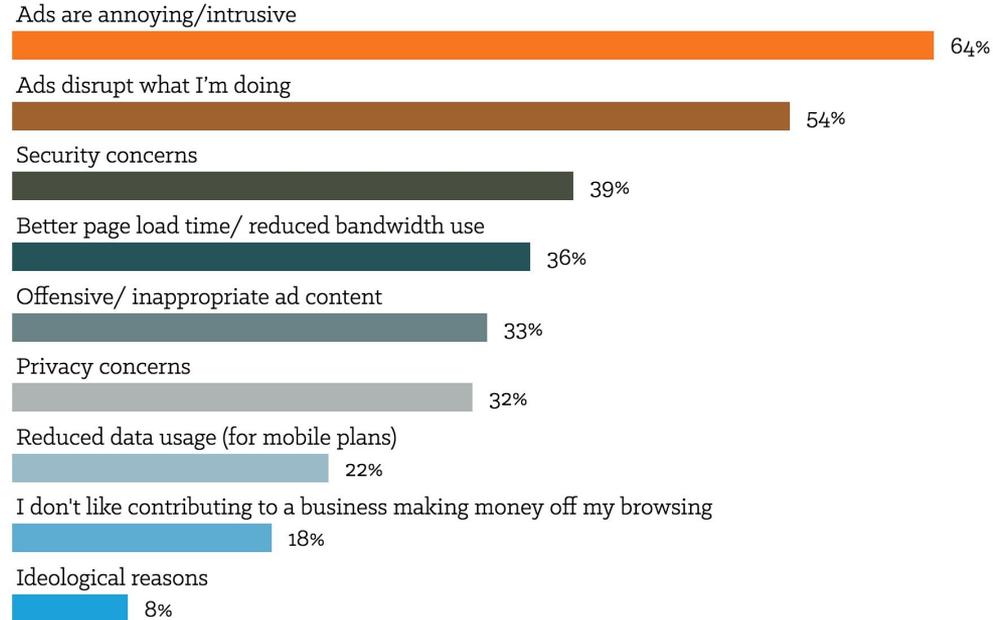
Have you ever closed your browser or exited a webpage because of a(n):



Base: 583 global consumers who have encountered a pop up or autoplaying online ad  
Source: HubSpot Global Interruptive Ads Survey, Q4 2015 - Q1 2016.

## People use ad blockers because ads are annoying and disruptive

Why do you use an ad blocker?



Base: 731 ad blocker users in the US, UK, Germany, and France

Source: HubSpot Adblock Plus Research Study, Q2 2016

[Why People Block Ads \(And What It Means for Marketers and Advertisers\)](#)

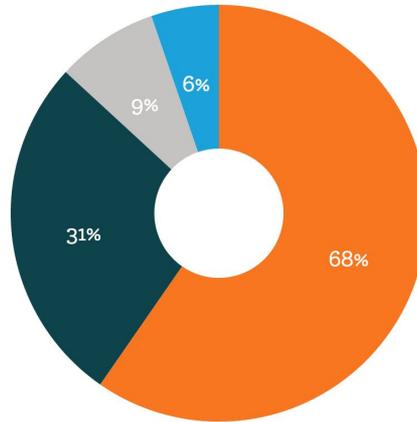
## **V. Is there another way?**

Some sites have begun blocking users who use ad blockers from seeing the content. Native ads -- or ads that typically match the feel of the platform -- have provided an additional option.

- If blocked from accessing a site because of using an adblocker, **28%** would simply stop going to the site, while **16%** would disable the ad blocker for that site - ([HS Research](#))
- **83%** say not all ads are bad, but they want to filter out the obnoxious ones - ([HS Research](#))
- **77%** would rather ad filter than ad block completely - ([HS Research](#))

## What do you think is the best way to help support websites (to cover their costs)?

- I'm fine with seeing ads but only if they are not annoying
- I'm fine with the current situation: I see ads to support websites
- I'd be willing to pay for the content I enjoy
- I'd prefer to donate an amount directly to each website



Base: 1055 online browsers in the US, UK, Germany, and France  
Source: HubSpot Adblock Plus Research Study, Q2 2016

**Sales**

**Salespeople  
are a last  
resort for  
modern  
buyers**

**TL;DR:** There's a disconnect between buyer expectations and traditional sales tactics. New technologies are shifting the buyer's journey, changing where consumers buy and what they want from sales calls. It's up to the seller to adapt.

## **I. The State of Sales**

It's no surprise that the top priority of sales is to close more deals. Yet, 40% of salespeople say it's getting harder to get a response from their prospects. Changes in customer behavior is widening the gap between buyer's expectations and seller's tactics.

## What are your company's top sales priorities for the next year?



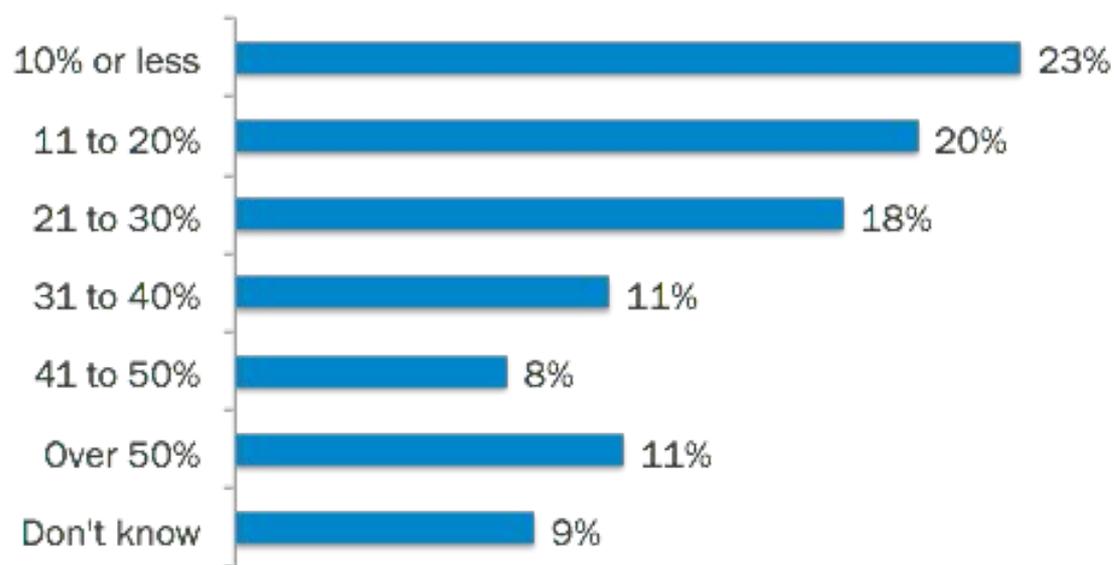
## Establishing urgency and connecting with prospects trouble sales the most

What are your top challenges when it comes to successfully selling?



Base: 115 Global sales professionals  
Source: HubSpot Sales Perception Survey, Q1 2016

## What is the average percentage of leads your company converts to sales?



## What is more difficult to do in sales compared to 2 to 3 years ago?

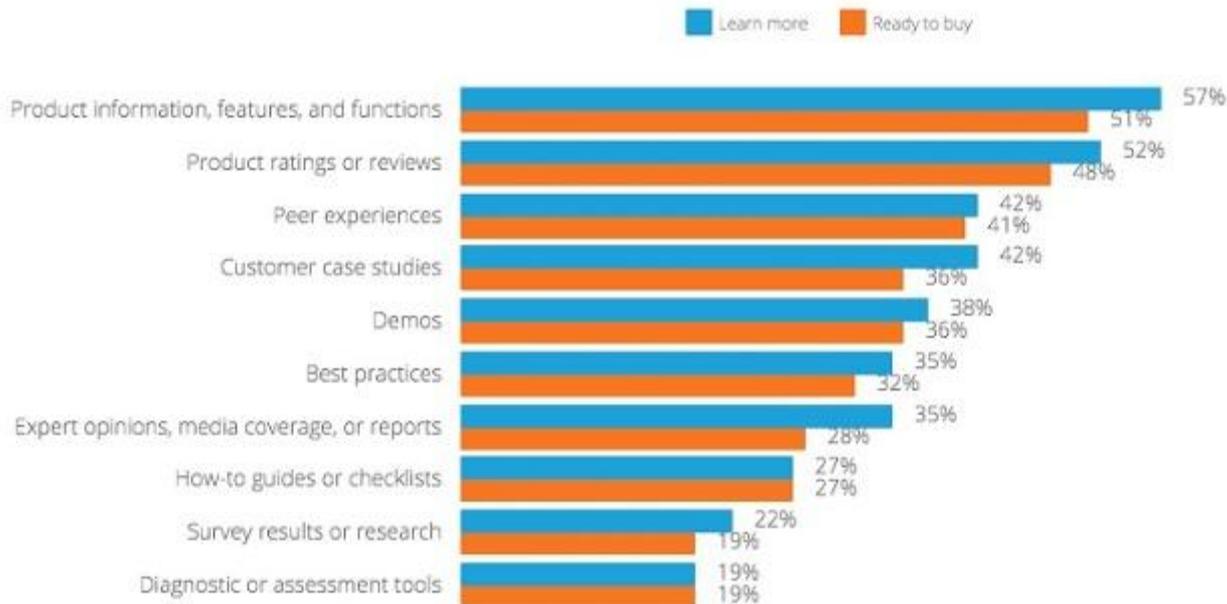


## **II. Salespeople aren't giving buyers what they want.**

Buyers and salespeople disagree over the best content formats to learn about the product and what they want to talk about in the first sales call.

## Preferred content formats in the buyer's journey

When you want to learn more about a new business product or service, what type of content do you look for?  
What content do you look for when you're ready to buy?



Base: 505 global consumers

Source: HubSpot Sales Perception Survey, Q1 2016

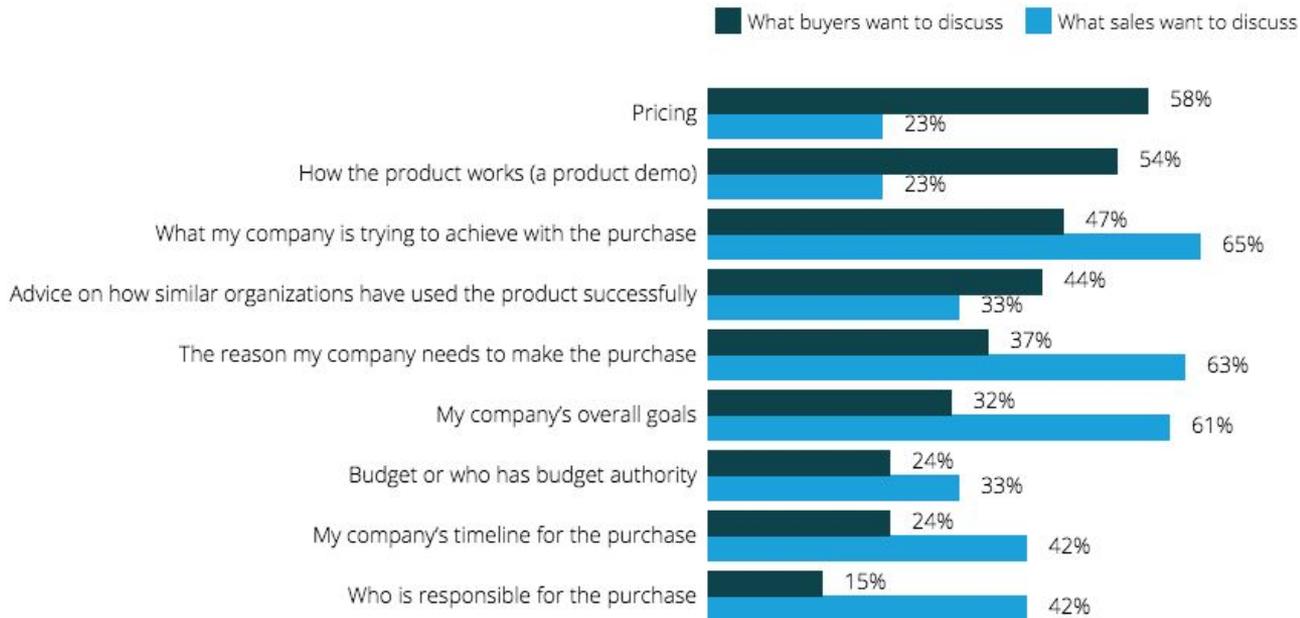


## Sales Disconnect

What customers want to discuss in the first sales call

VS

What sales reps plan to cover in the first call



Base: 505 Global Consumers / 115 Global sales professionals

Source: HubSpot Sales Perception Survey Q1 2016

### **III. What are salespeople doing right?**

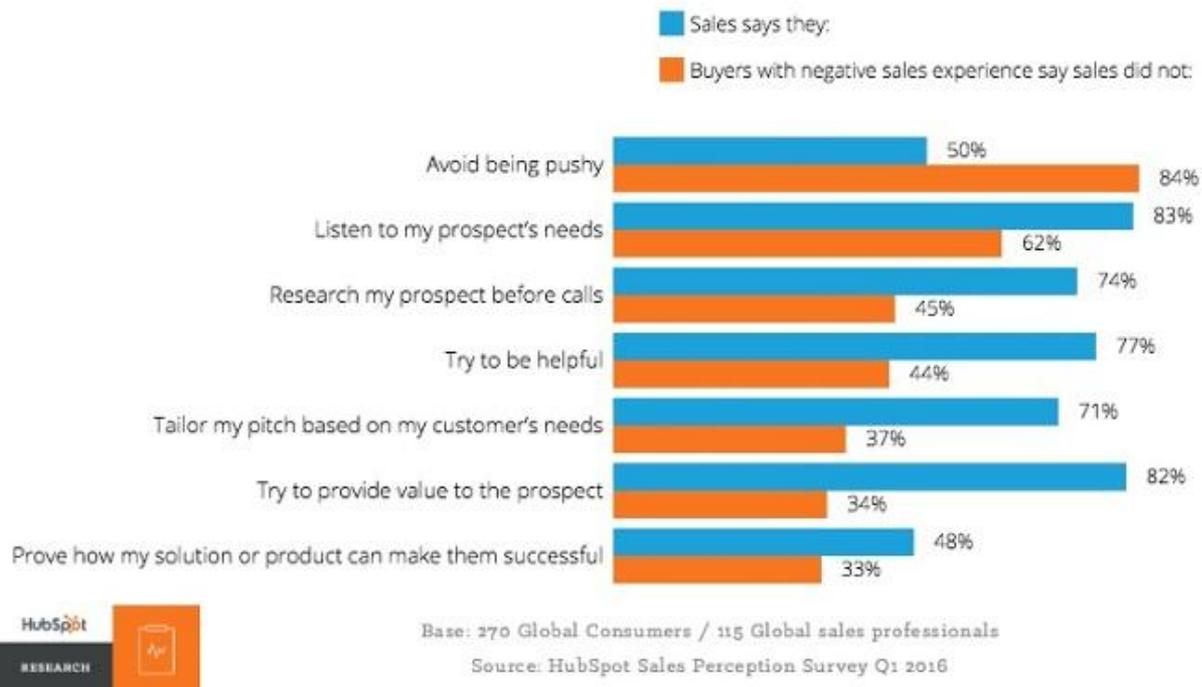
Buyers describe salespeople as pushy. Yet, 77% of salespeople think they are doing a good job being helpful to their prospects.

## Sales Disconnect Continued

How sales representatives say they approach buyers

vs

What buyers with negative sales experience encountered



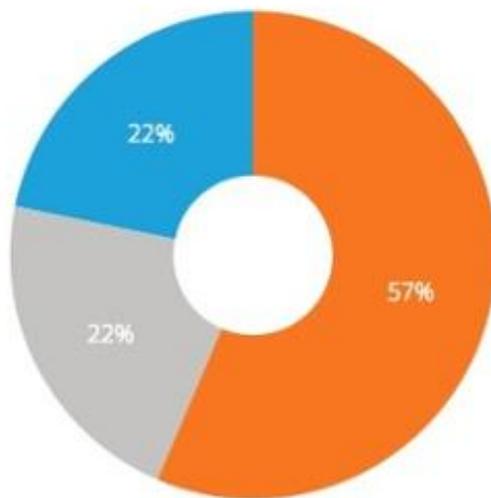
#### **IV. Buyers want to talk to sales later.**

Today's business buyers complete the awareness stage of the buyer's journey on their own. Instead, they turn to search engines, websites, and peers to learn about their options early in the process.

## Sales sees that power has shifted to buyers

Compared to 2-3 years ago, do you think B2B/B2C buyers today are more or less dependent on salespeople during their decision-making process?

Less dependent More dependent No change



Base: 115 global sales professionals  
Source: HubSpot Sales Perception Survey, Q1 2016

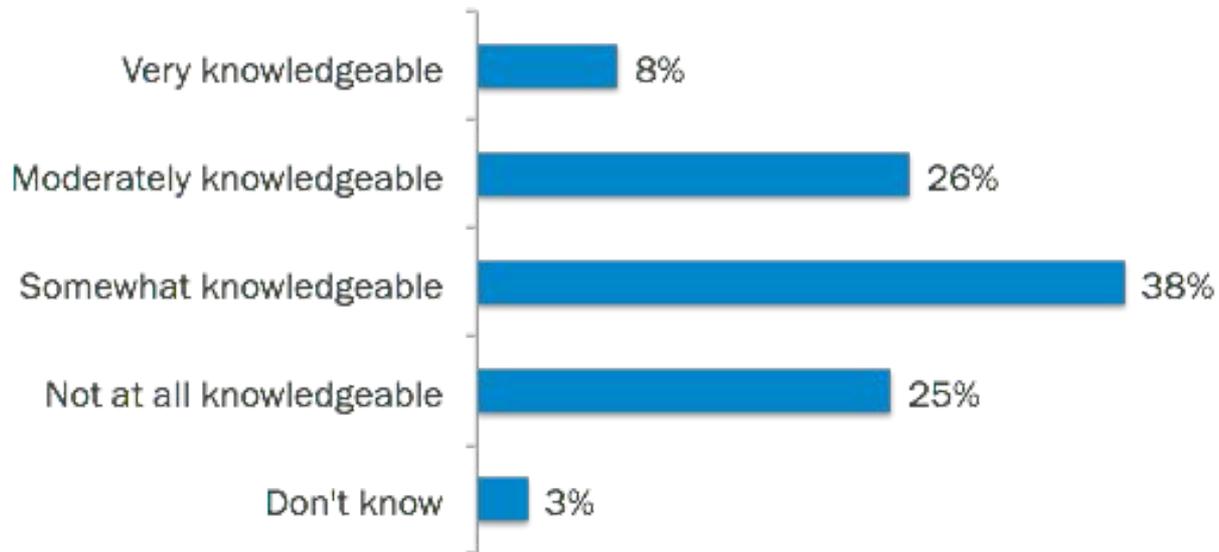
## Buyers want to connect with sales during the consideration stage

At what point during your buying process do you want to talk to a salesperson?



Base: 505 global consumers  
Source: HubSpot Sales Perception Survey, Q1 2016

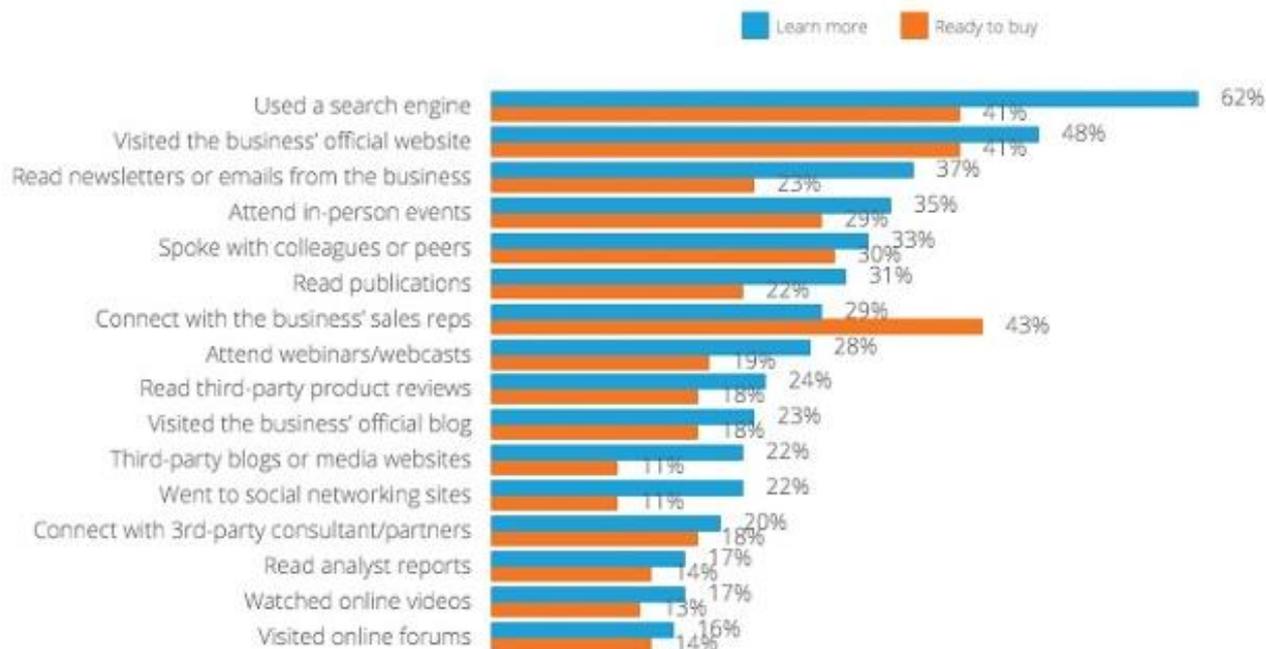
How knowledgeable are your prospects about your company before your sales rep makes their first contact with them?



- When people want to learn more, they use a search engine (62%) or visit the business' official website (48%). Only **29%** want to connect with a sales representative during the awareness stage - ([HS Research](#))
- Even when they are ready to buy, buyers feel they could connect with either a sales representative (43%) or a search engine (41%) nearly the same amount - ([HS Research](#))

## Preferred content channels in the buyer's journey

When you want to learn more about a new business product or service, where do you go for information? Where do you go when you're ready to buy?



Base: 505 global consumers

Source: HubSpot Sales Perception Survey, Q1 2016

## **V. Solution? Inbound Sales**

Buyer's expectations of sales are low. Salespeople can beat those expectations by adopting an [inbound sales strategy](#) and delighting the buyer throughout the process.

# State of Inbound Report

Coming September 12, 2016  
[www.stateofinbound.com](http://www.stateofinbound.com)

## For additional resources, check out these HubSpot Research Reports:

- [The Future of Content Marketing: How People Are Changing the Way They Read, Interact, and Engage With Content](#)
- [Why People Block Ads \(And What It Means for Marketers and Advertisers\)](#)
- [Native Advertising Rises as Consumers Opt Out](#)
- [Buyers Speak Out: How Sales Needs To Evolve](#)