

The Big Fat Marketing Survey of the Year 2022

This report was conducted between B2B Marketing Expo & Marketing Technology Expo, in partnership with the Branded Content Marketing Association, the British Promotional Merchandise Association, the Data & Marketing Association and Wellity.



EXECUTIVE SUMMARY

We don't need to tell you, but the last 2 years has seen a dramatic change in staffing, budget spend and data degradation forcing the marketing community to embrace smarter and more efficient marketing solutions.

The growing trend is towards technologies that go hand in hand to drive marketing efforts:

- **Automation** designed to tell a specific story over a period of time to educate, create awareness, or nurture someone down a path.
- **Account-Based Marketing** targeting marketing efforts based on individuals, demographic and other strategies get even more personalised.
- ABM needs a **Customer Data Platform** as it connects existing systems to create a unified customer view that makes scalable ABM possible.
- **Data Analytics** to predict consumer behaviour, improve decision-making and determine the ROI of marketing efforts.



And with a move from standalone email platforms to more all-in-one CRM platforms which with the right product can offer all or a combination of these.

Content marketing is more popular than it has ever been before with respondents planning on new investment in content and wanting a dedicated headcount for it. Video content demand in particular has accelerated becoming an essential tool to communicate and connect with audiences and customers through series of stories that can convey emotions and capture viewers' interest.

And above most marketing teams are looking forward to getting back together with colleagues for face-to-face meetings to collaborate and feel part of a team again!

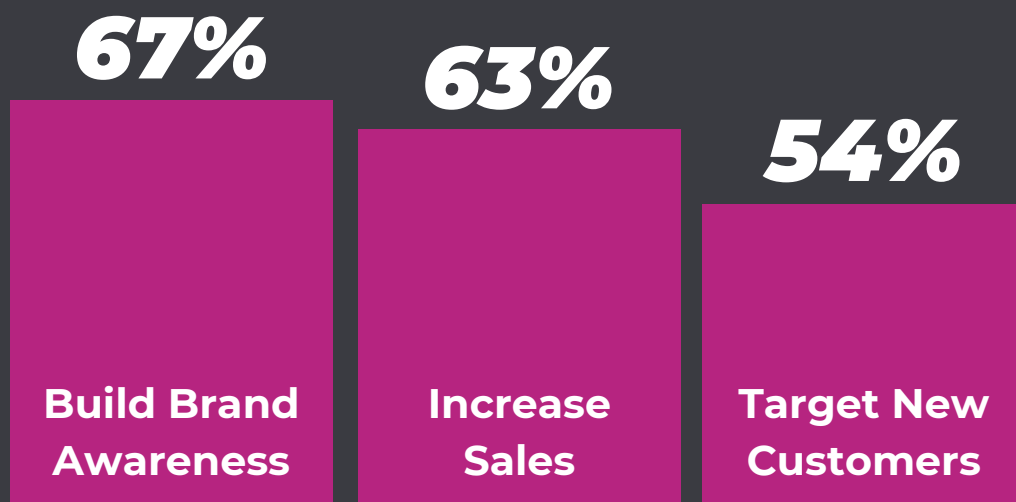
But there is no 'one solution fits all' with marketing and everyone has their own approach and priorities are always shifting, so staying abreast of changes, developments and opportunities has never been more paramount.

In 2022, marketing will be more personalised, content driven and data centric.

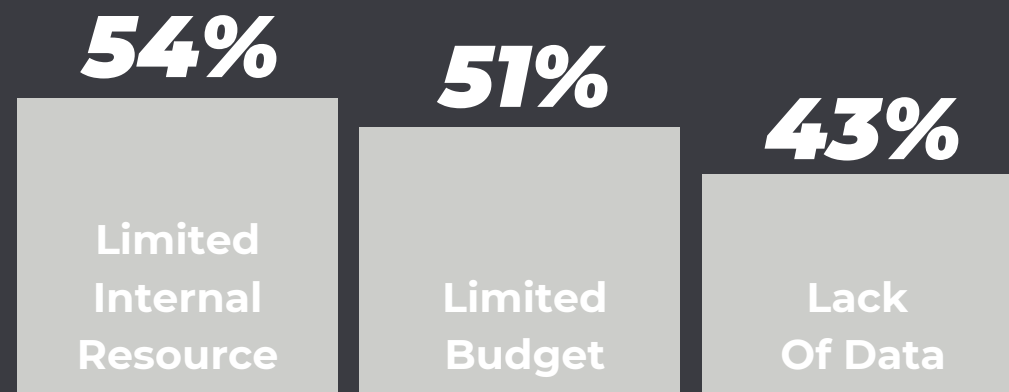
WE CAN'T WAIT TO SEE WHAT YOU DO.

TOP MARKETING OBJECTIVES DRIVING STRATEGY

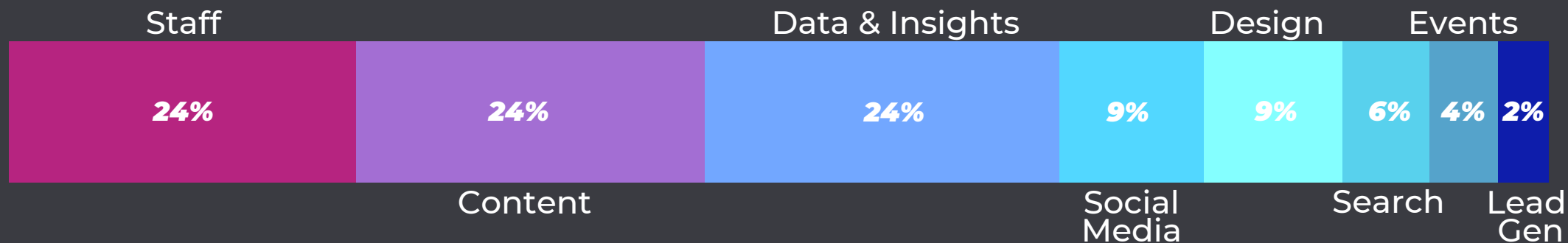
Top Marketing Objectives Driving Strategy



Most Significant Challenges To Marketing



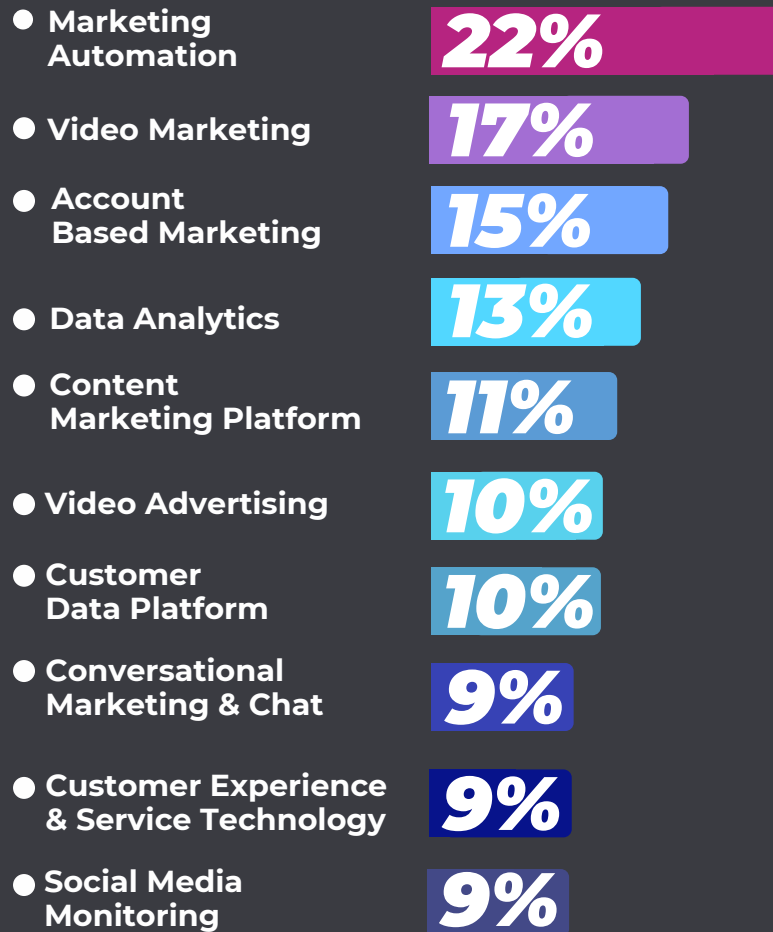
What Job Function Would You Like To Add To Your Marketing Team?



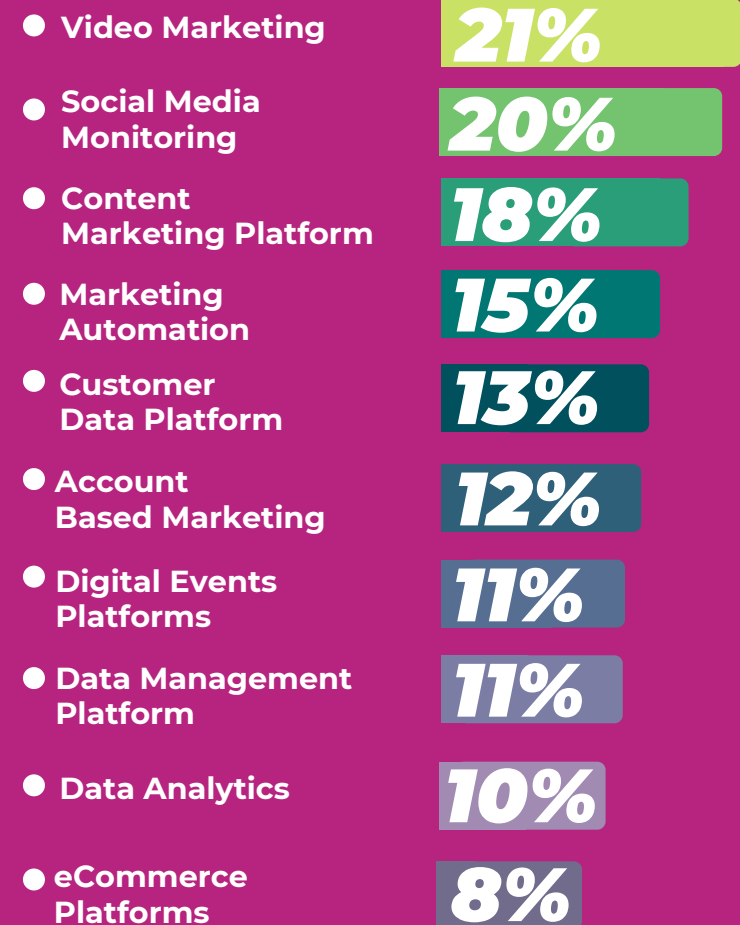
The top 3 functions Content, Data Analyst, and Design require specialist skills or are time consuming activities. As marketers we sometimes try and juggle all marketing channels and become a jack of all trades.

MARKETING TECHNOLOGIES

What Are The Next 2 Marketing Technologies You Plan To Invest In?



What Were The Last 2 Marketing Technologies You Invested In?



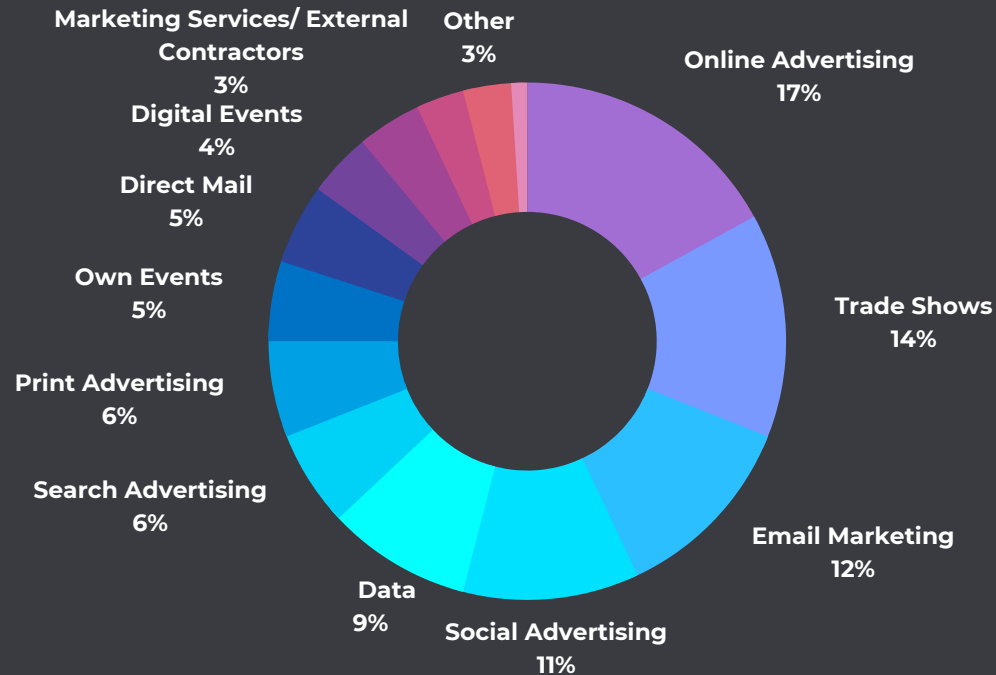
Content Is Still King!

It's no surprise that putting out good content frequently and consistently is top of the agenda where investments have been made.

Video has clearly become more important for businesses to communicate a story, convey emotions and answer essential why's surrounding the marketing of products and services.

HOW THEY UTILISE THEIR BUDGET

Percent Spent On Marketing Budget



Factors Most Heavily Influencing Spend

Financial growth overall for our business **59%**

Combination of financial and environmental considerations **22%**

Gaining market share **13%**

Environmental considerations linked to marketing messaging **4%**

SUSTAINABLE OR ECO GOALS

- Whilst climate change and environmental impact is on peoples mind it currently only factors into a 1/4 of spend decisions as financial growth takes the main focus.
- 65% say they don't have enough information when making purchasing decisions that will deliver sustainable or eco goals.



The Difference Between Good And Great Is What You Put In

53% of marketers say they've NOT undertaken any professional learning/training in the last 12 months.

For those who had the leading course suppliers were:

1. Chartered Institute of Marketing (CIM)
2. LinkedIn Learning
3. Internally within organisation

Industry Associations, Hubspot Academy & Marketing Week were also popular courses.



What's your go to resource to keep up to date with marketing?

Marketers are a resourceful bunch and have a host of go-to sources to keep up to date with marketing.

Topping the list were:

MarketingWeek

LinkedIn

 **B2B Marketing**

campaign

CIM

Google

HubSpot

Girls in Marketing

They also listed professional bodies and associations along with keeping any eye on what their competitors were doing.

MENTAL HEALTH IN THE WORKPLACE

In partnership with Wellity to drive improvement to mental health and wellbeing in the workplace we looked at what prevention, management and recovery is taking place in the industry.



What Is Your Biggest Challenge When Working From Home?

Missed my colleagues & face to face meetings



Reduced motivation



Reduced collaboration opportunities



Lack of work / life balance



Inability to switch off



Burnout



Isolation



Lack of routine / structure



MENTAL HEALTH IN THE WORKPLACE

What organisation have done to adapt to the pandemic and support wellbeing?

Introduced remote working

57%

Flexible working hours

41%

Wellbeing advice and support

40%

Employee survey

25%

Wellbeing training

17%

Nothing

16%

Increased benefits

14%

Employment Assistance Programme

14%

A wellbeing app

7%

