## Q1 How can we contact you should you be selected as the winner of the $200 Amazon gift card?

Answered: 506   Skipped: 0

Answer Choices	Responses	
Name	**100.0%**	506
Company	**0.0%**	0
Address	**0.0%**	0
Address 2	**0.0%**	0
City/Town	**0.0%**	0
State/Province	**0.0%**	0
ZIP/Postal Code	**0.0%**	0
Country	**0.0%**	0
Email Address	**100.0%**	506
Phone Number	**0.0%**	0

Q2 What were your biggest email marketing challenges in 2015 (to-date)? (Select top 2)

Answered: 506   Skipped: 0
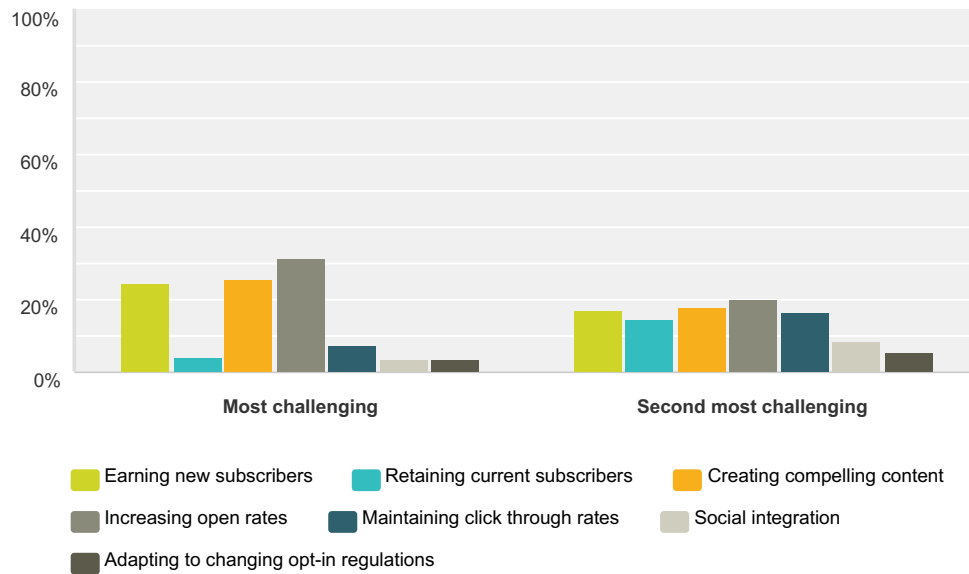
	Earning new subscribers	Retaining current subscribers	Creating compelling content	Increasing open rates	Maintaining click through rates	Social integration	Adapting to changing opt-in regulations	Total
Most challenging	**24.3%** 123	**4.2%** 21	**25.7%** 130	**31.4%** 159	**7.7%** 39	**3.4%** 17	**3.4%** 17	506
Second most challenging	**17.2%** 87	**14.6%** 74	**18.0%** 91	**20.0%** 101	**16.6%** 84	**8.3%** 42	**5.3%** 27	506

Q3 Which of the below do you include in your content marketing strategy? (Select all that apply)

Answered: 506   Skipped: 0
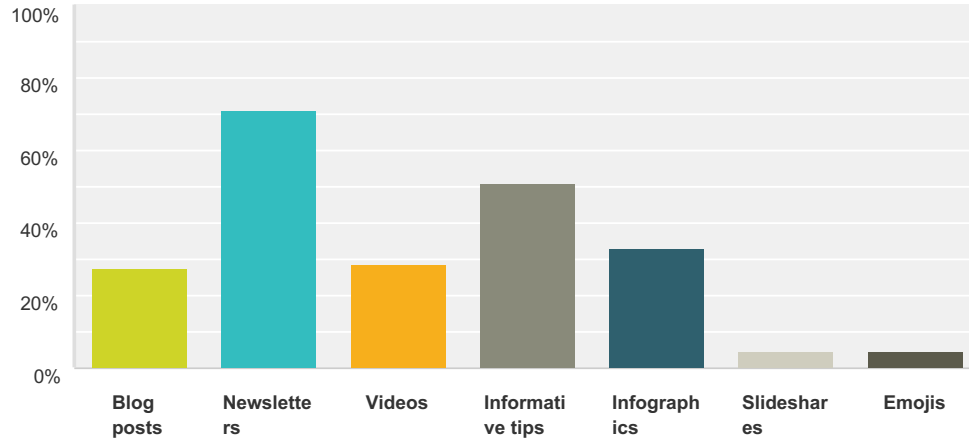
Answer Choices	Responses	
Blog posts	**27.5%**	139
Newsletters	**70.9%**	359
Videos	**28.7%**	145
Informative tips	**51.0%**	258
Infographics	**33.0%**	167
Slideshares	**4.7%**	24
Emojis	**4.7%**	24
Total Respondents: 506		

## Q4 What are your top two marketing goals for 2016? (Select top 2)

Answered: 506   Skipped: 0
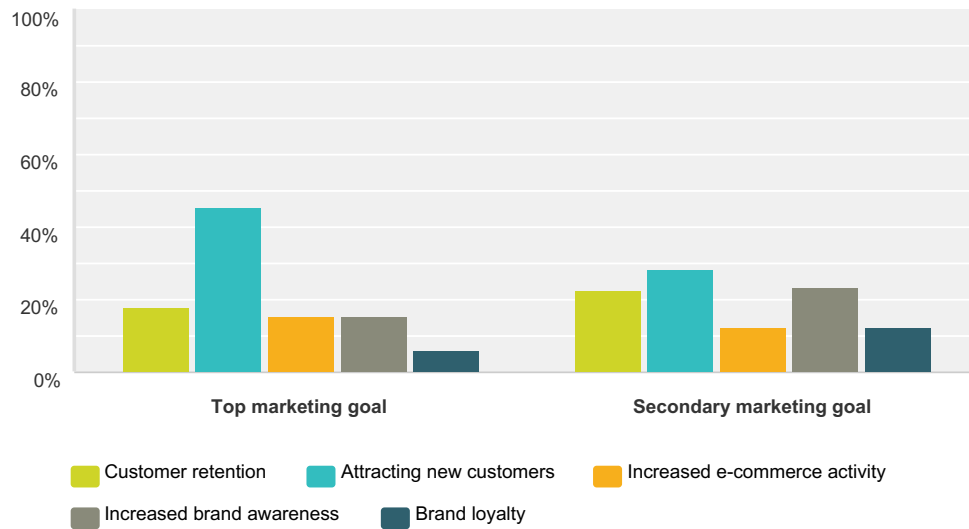
	Customer retention	Attracting new customers	Increased e-commerce activity	Increased brand awareness	Brand loyalty	Total
Top marketing goal	**17.8%** 90	**45.3%** 229	**15.4%** 78	**15.6%** 79	**5.9%** 30	506
Secondary marketing goal	**22.3%** 113	**28.7%** 145	**12.6%** 64	**23.7%** 120	**12.6%** 64	506

Q5 Which of these marketing types do you plan to prioritize in 2016? (Select top 3)

Answered: 506   Skipped: 0
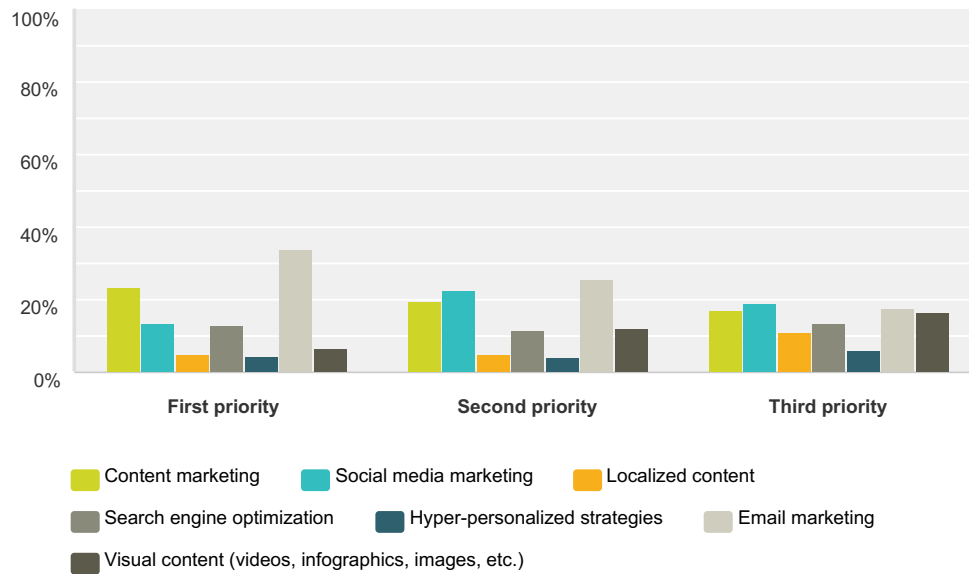
	Content marketing	Social media marketing	Localized content	Search engine optimization	Hyper-personalized strategies	Email marketing	Visual content (videos, infographics, images, etc.)	Total
First priority	**23.7%** 120	**13.4%** 68	**4.9%** 25	**13.2%** 67	**4.5%** 23	**33.8%** 171	**6.3%** 32	506
Second priority	**19.6%** 99	**22.7%** 115	**4.9%** 25	**11.3%** 57	**3.8%** 19	**25.7%** 130	**12.1%** 61	506
Third priority	**16.8%** 85	**18.8%** 95	**11.1%** 56	**13.4%** 68	**6.1%** 31	**17.4%** 88	**16.4%** 83	506

Q6 What do you think will be the biggest challenges for email marketing in 2016? (Select top 2)
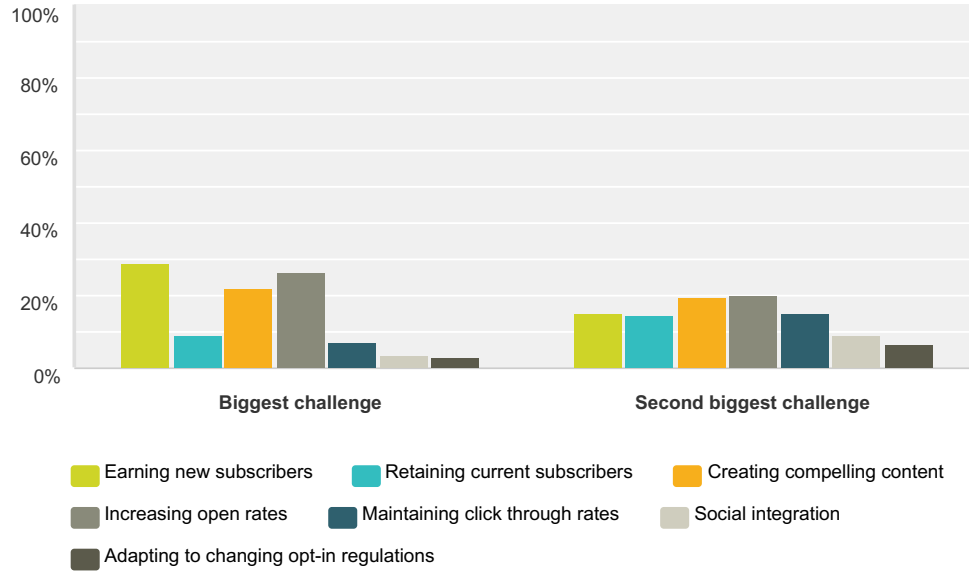
Answered: 506   Skipped: 0

	Earning new subscribers	Retaining current subscribers	Creating compelling content	Increasing open rates	Maintaining click through rates	Social integration	Adapting to changing opt-in regulations	Total
Biggest challenge	**29.1%** 147	**9.1%** 46	**22.1%** 112	**26.3%** 133	**6.9%** 35	**3.4%** 17	**3.2%** 16	506
Second biggest challenge	**15.2%** 77	**14.6%** 74	**19.4%** 98	**20.2%** 102	**15.2%** 77	**8.9%** 45	**6.5%** 33	506

Q7 How do you measure the success of an email campaign? (Select one)

Answered: 465   Skipped: 41
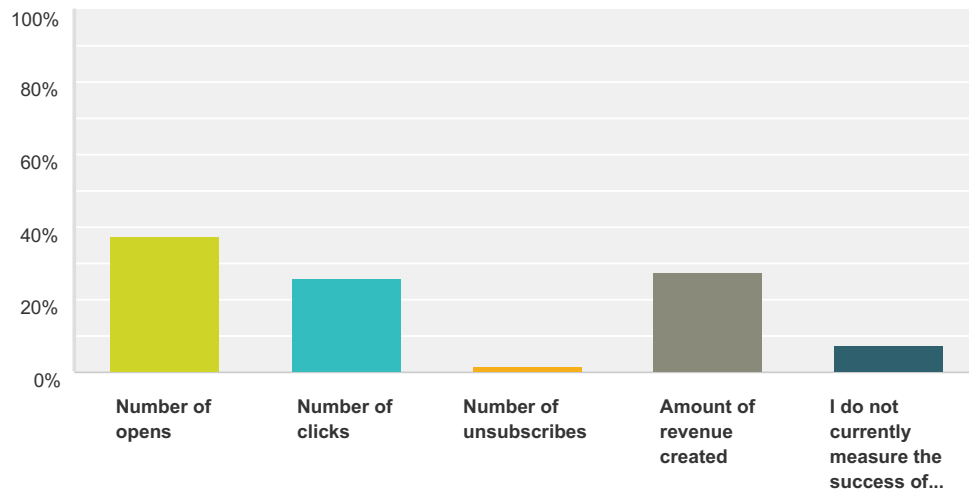
Answer Choices		Responses	
Number of opens		**37.4%**	174
Number of clicks		**26.0%**	121
Number of unsubscribes		**1.7%**	8
Amount of revenue created		**27.3%**	127
I do not currently measure the success of my email campaigns		**7.5%**	35
Total			**465**

Q8 Rank the following in order of anticipated marketing spend for 2016 (1 being the highest spend and 7 being the lowest spend)

Answered: 465   Skipped: 41
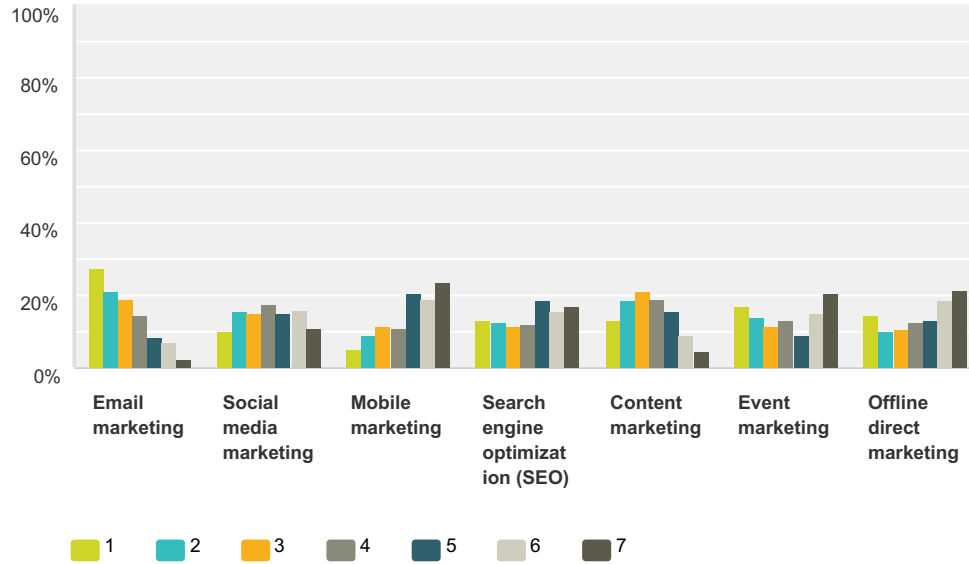
	1	2	3	4	5	6	7	Total	Score
Email marketing	**27.5%** 128	**20.9%** 97	**19.1%** 89	**14.6%** 68	**8.4%** 39	**7.1%** 33	**2.4%** 11	465	5.14
Social media marketing	**9.9%** 46	**15.7%** 73	**15.1%** 70	**17.4%** 81	**14.8%** 69	**16.1%** 75	**11.0%** 51	465	3.96
Mobile marketing	**5.2%** 24	**9.2%** 43	**11.6%** 54	**11.2%** 52	**20.4%** 95	**18.9%** 88	**23.4%** 109	465	3.17
Search engine optimization (SEO)	**12.9%** 60	**12.3%** 57	**11.6%** 54	**12.0%** 56	**18.7%** 87	**15.7%** 73	**16.8%** 78	465	3.74
Content marketing	**12.9%** 60	**18.3%** 85	**20.9%** 97	**19.1%** 89	**15.5%** 72	**9.0%** 42	**4.3%** 20	465	4.50
Event marketing	**17.0%** 79	**13.8%** 64	**11.4%** 53	**13.1%** 61	**9.2%** 43	**14.8%** 69	**20.6%** 96	465	3.89
Offline direct marketing	**14.6%** 68	**9.9%** 46	**10.3%** 48	**12.5%** 58	**12.9%** 60	**18.3%** 85	**21.5%** 100	465	3.60

Q9 Do you currently implement any type of direct buy-button (i.e. Facebook, Twitter, Instagram, Pinterest, etc.) (Select one)
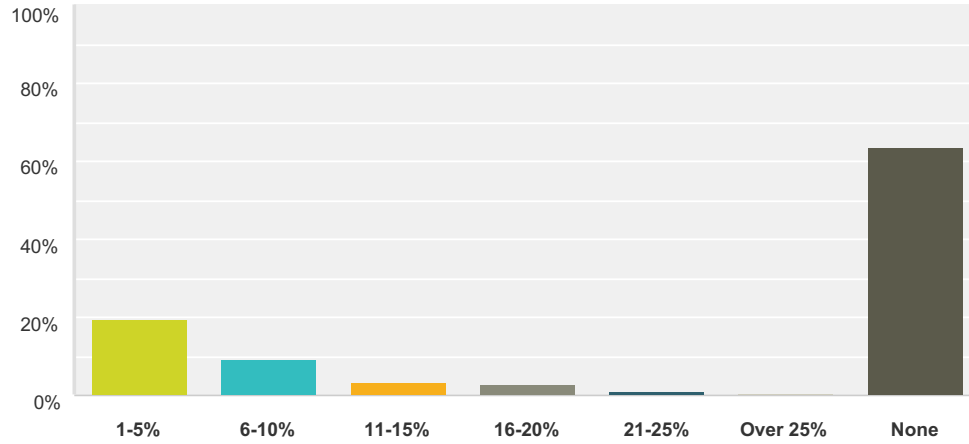
Answered: 465   Skipped: 41
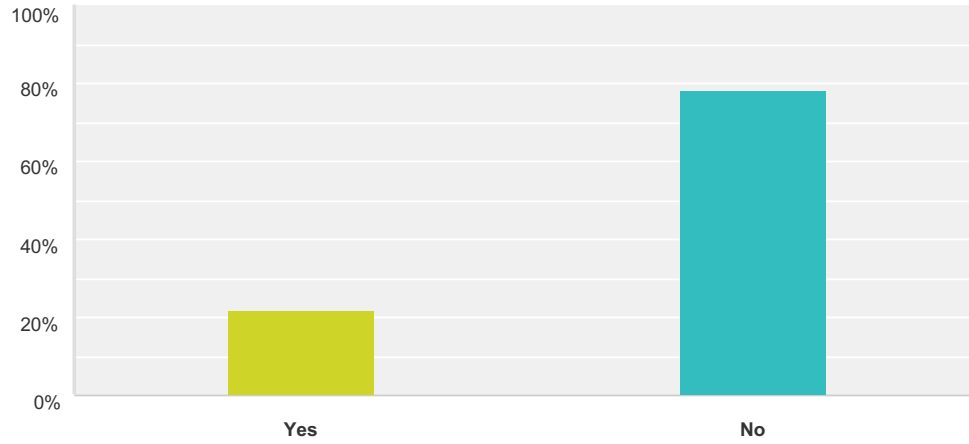
Answer Choices	Responses	
Yes	21.9%	102
No	78.1%	363
Total		**465**

Q10 If yes to No. 9, approximately what percentage of sales have you seen as a result of social buy-buttons (i.e. Facebook, Twitter, Instagram, etc.) (Select one)
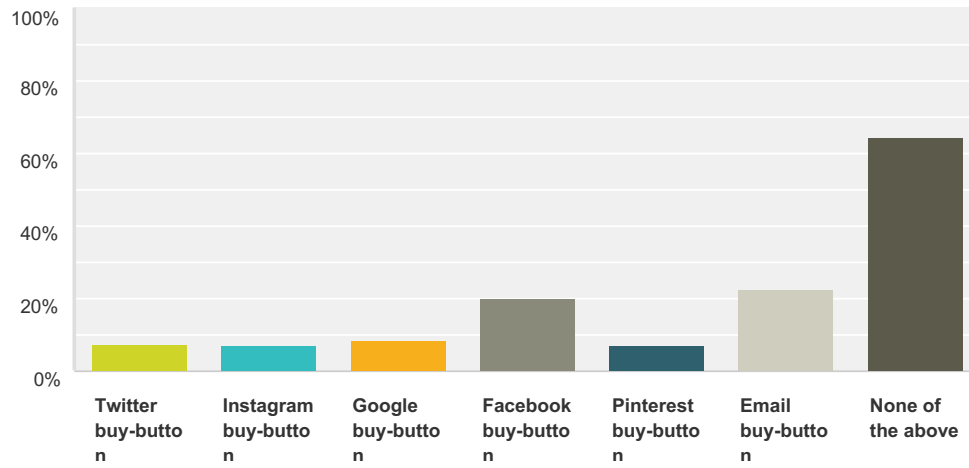
Answered: 258   Skipped: 248

Answer Choices	Responses	
1-5%	**19.4%**	50
6-10%	**9.3%**	24
11-15%	**3.5%**	9
16-20%	**2.7%**	7
21-25%	**0.8%**	2
Over 25%	**0.4%**	1
None	**64.0%**	165
Total		258

Q11 Which types of "Buy-Button" features do you plan to implement for 2016 marketing strategies? (Select all that apply)

Answered: 430   Skipped: 76

Answer Choices	Responses	
Twitter buy-button	**7.7%**	33
Instagram buy-button	**7.0%**	30
Google buy-button	**8.4%**	36
Facebook buy-button	**20.0%**	86
Pinterest buy-button	**7.0%**	30
Email buy-button	**22.3%**	96
None of the above	**64.7%**	278
Total Respondents: 430		

Q12 Which of the below best describes your relationship between social media spending and referral traffic in 2015? (Select one)

Answered: 465   Skipped: 41
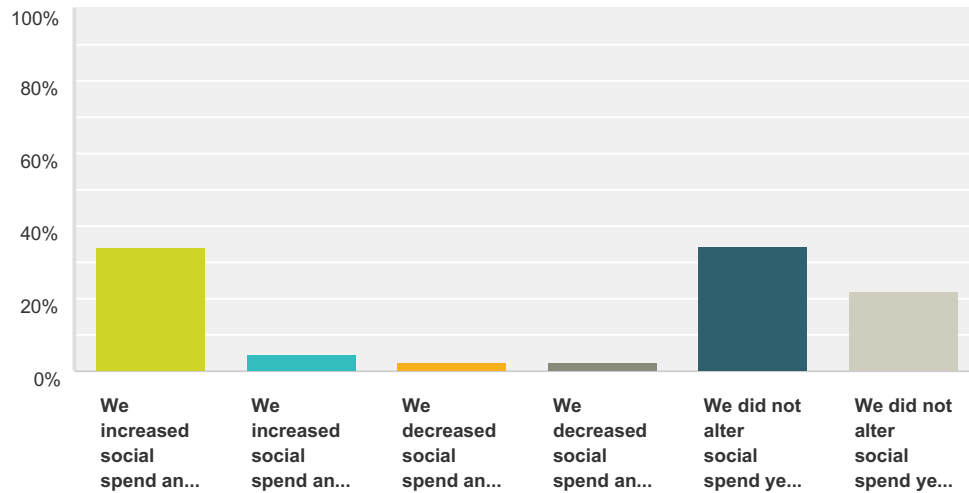
Answer Choices	Responses	
We increased social spend and saw higher referral traffic	**33.8%**	157
We increased social spend and saw lower referral traffic	**4.5%**	21
We decreased social spend and saw higher referral traffic	**2.6%**	12
We decreased social spend and saw lower referral traffic	**2.6%**	12
We did not alter social spend yet saw higher referral traffic	**34.4%**	160
We did not alter social spend yet saw lower referral traffic	**22.2%**	103
Total		**465**

## Q13 Which of the below provides the best actionable insights for marketing strategy and execution? (Select one)

Answered: 449   Skipped: 57
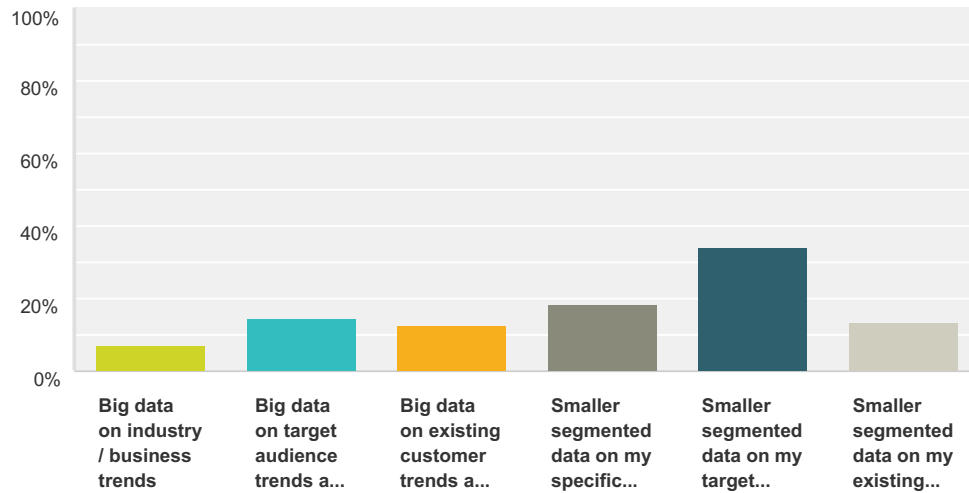
Answer Choices	Responses	
Big data on industry / business trends	**6.9%**	31
Big data on target audience trends and buying habits	**14.7%**	66
Big data on existing customer trends and buying habits	**12.7%**	57
Smaller segmented data on my specific industry verticals	**18.5%**	83
Smaller segmented data on my target audience	**33.9%**	152
Smaller segmented data on my existing customers	**13.4%**	60
Total		**449**

Q14 Do you currently utilize predictive analytics technology to improve your marketing strategy? (Select one)

Answered: 449   Skipped: 57
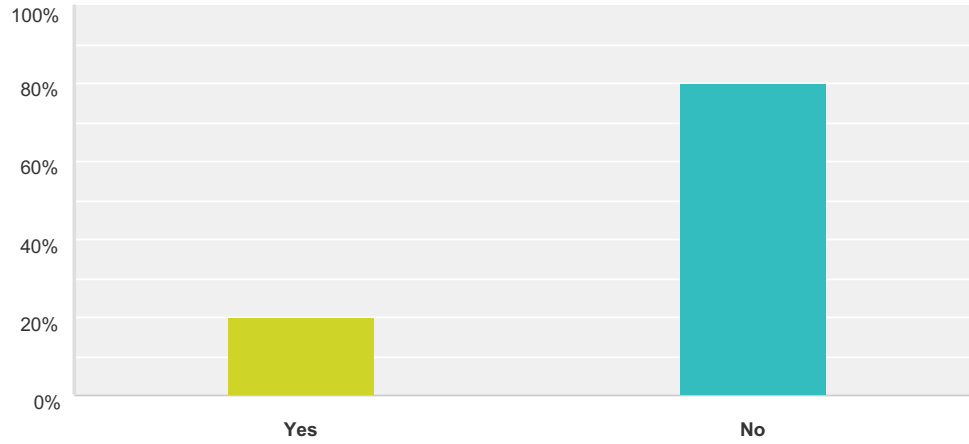
Answer Choices	Responses	
Yes	19.8%	89
No	80.2%	360
Total		449

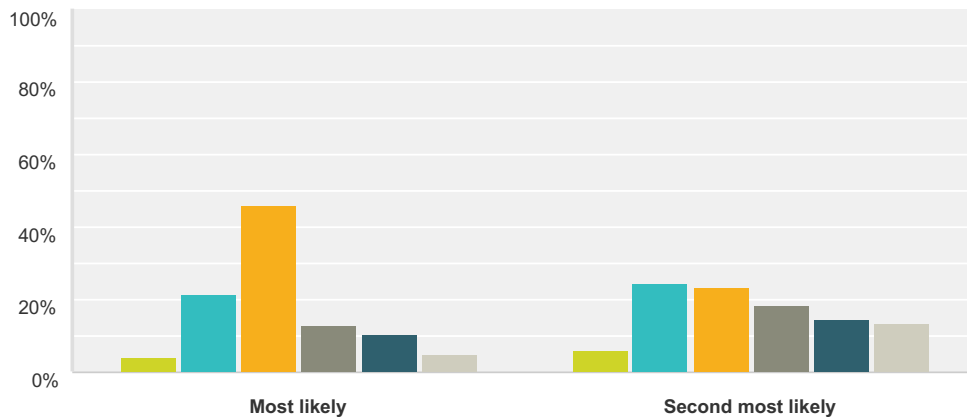## Q15 If not, do you plan to implement predictive analytics for marketing purposes within 2016? (Select one)

Answered: 397   Skipped: 109
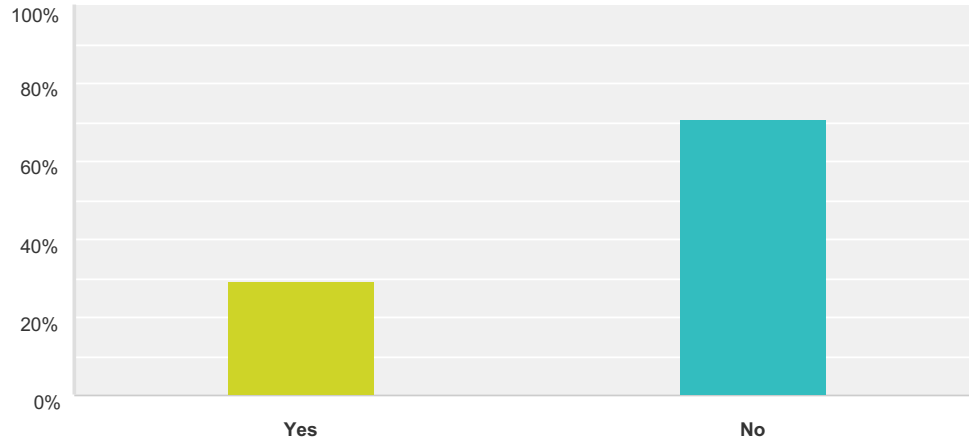
Answer Choices	Responses	
Yes	29.5%	117
No	70.5%	280
Total		**397**

Q16 How do you see your marketing role evolving in 2016? (Select top 2)

Answered: 449   Skipped: 57

■ Moving away from advertising in light of ad blocker prevalence

■ Taking on ownership of customer experience

■ Optimizing the website for individualized, personalized user experience

■ Becoming more of a marketing technologist

■ Increasing use of content localization as business expands globally

■ Adopting prescriptive analytics to make data-informed investments

	Moving away from advertising in light of ad blocker prevalence	Taking on ownership of customer experience	Optimizing the website for individualized, personalized user experience	Becoming more of a marketing technologist	Increasing use of content localization as business expands globally	Adopting prescriptive analytics to make data-informed investments	Total
Most likely	4.0% 18	21.6% 97	45.9% 206	12.9% 58	10.7% 48	4.9% 22	449
Second most likely	5.8% 26	24.3% 109	23.6% 106	18.5% 83	14.5% 65	13.4% 60	449

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