2014 State of Marketing

The 2014 State of Marketing survey asked marketers about their budgets, priorities, channels, metrics, and strategies for 2014. See a snapshot of key findings here.

2014 Priorities

- 47% Driving increased conversion rates
- 46% Increasing & improving brand awareness
- 29% Collecting, measuring, & using behavior-based data

98% of marketers plan to increase or maintain their spend in 2014.

TOP 5 AREAS FOR INCREASED SPENDING:

- 61% DATA & ANALYTICS
- 60% MARKETING AUTOMATION
- 58% EMAIL MARKETING
- 57% SOCIAL MEDIA MARKETING
- 57% CONTENT MANAGEMENT

65% of marketers said driving subscriber engagement is their primary lifecycle challenge.

EMAIL

- 68% of marketers believe email is core to their business
- 49% are sending more than 500,000 emails annually
- 42% rarely/never use responsive design

SOCIAL

- 46% of marketers believe social is core to their business
- 86% believe social efforts will or do provide ROI
- 57% have a dedicated social team

MOBILE

- 80% of marketers using mobile believe mobile efforts do or will provide ROI
- 30% are using location-based functionality
- 47% have an app

Source: Data from ExactTarget's 2014 State of Marketing report.