

Why Digital Marketing Is Essential for Growth And Why You Should Care

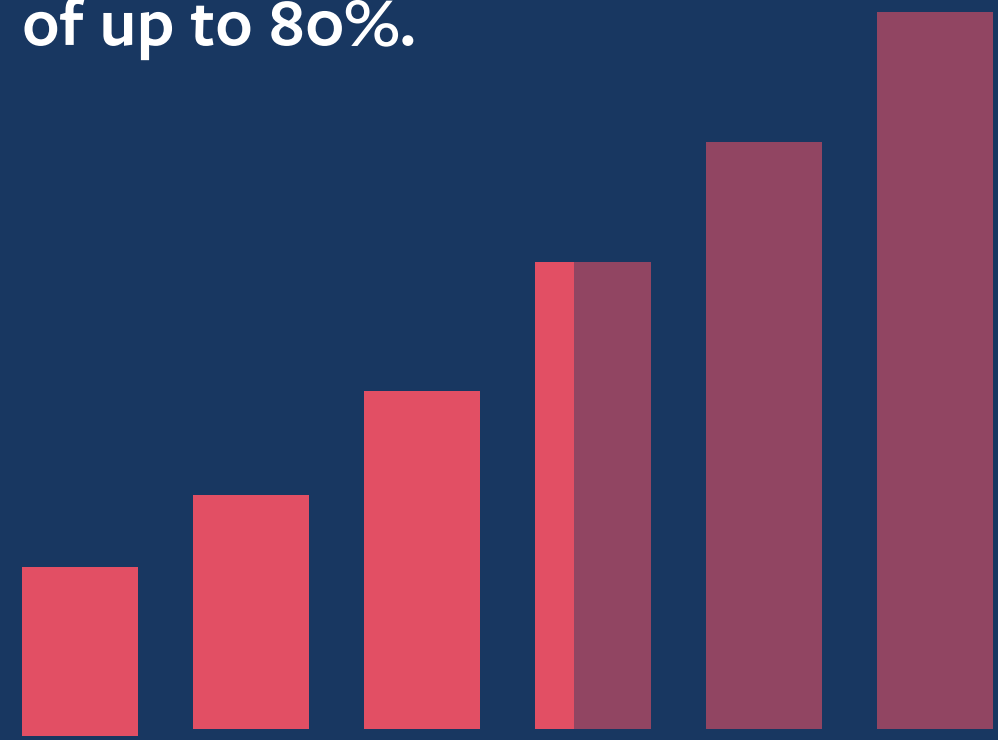
Digital Marketing

/ dij-i-tl • mahr-ki-ting /

noun

Digital marketing involves leveraging online tactics and strategies to build your brand, attract and engage your target audience, and promote and sell your products and services. Marketers can focus their efforts on email marketing, paid search campaigns, content marketing, social media, and demand generation — whatever online marketing activities yield the best results.

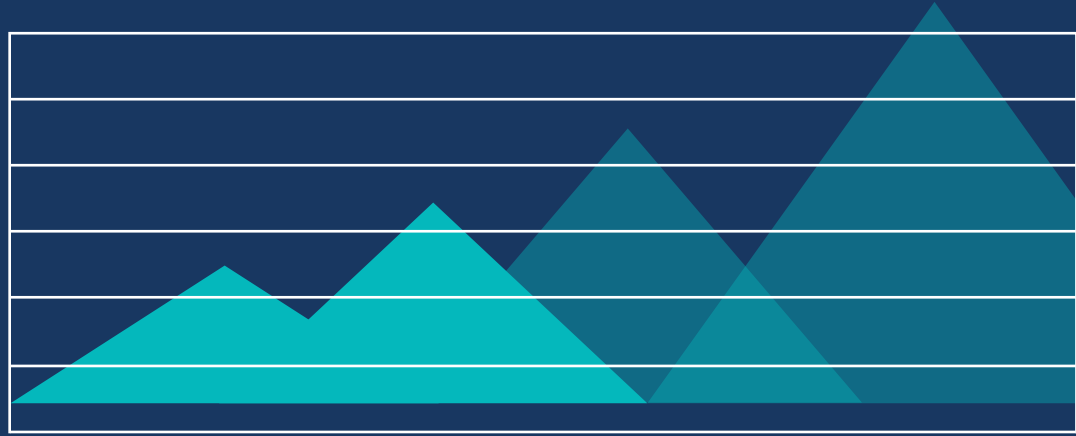
Companies that implement search ads can expect an **increase in brand awareness of up to 80%.**



59%

OF B2B MARKETERS claim that email marketing generates the best ROI

Companies that use email personalization can **increase response rates by 100%.**



The average of total marketing budget spent on content marketing is 26%.

The most successful B2B marketers spend 40% of their total budget on content marketing — in comparison to the least successful, who spend only 14%.

A Well-Defined Digital Marketing Strategy Drives ROI

Understanding your customers' pain points and building a robust marketing strategy to address these needs can help you stand out in a saturated market.

51%

of businesses lack a clear and well-developed digital marketing strategy

42%

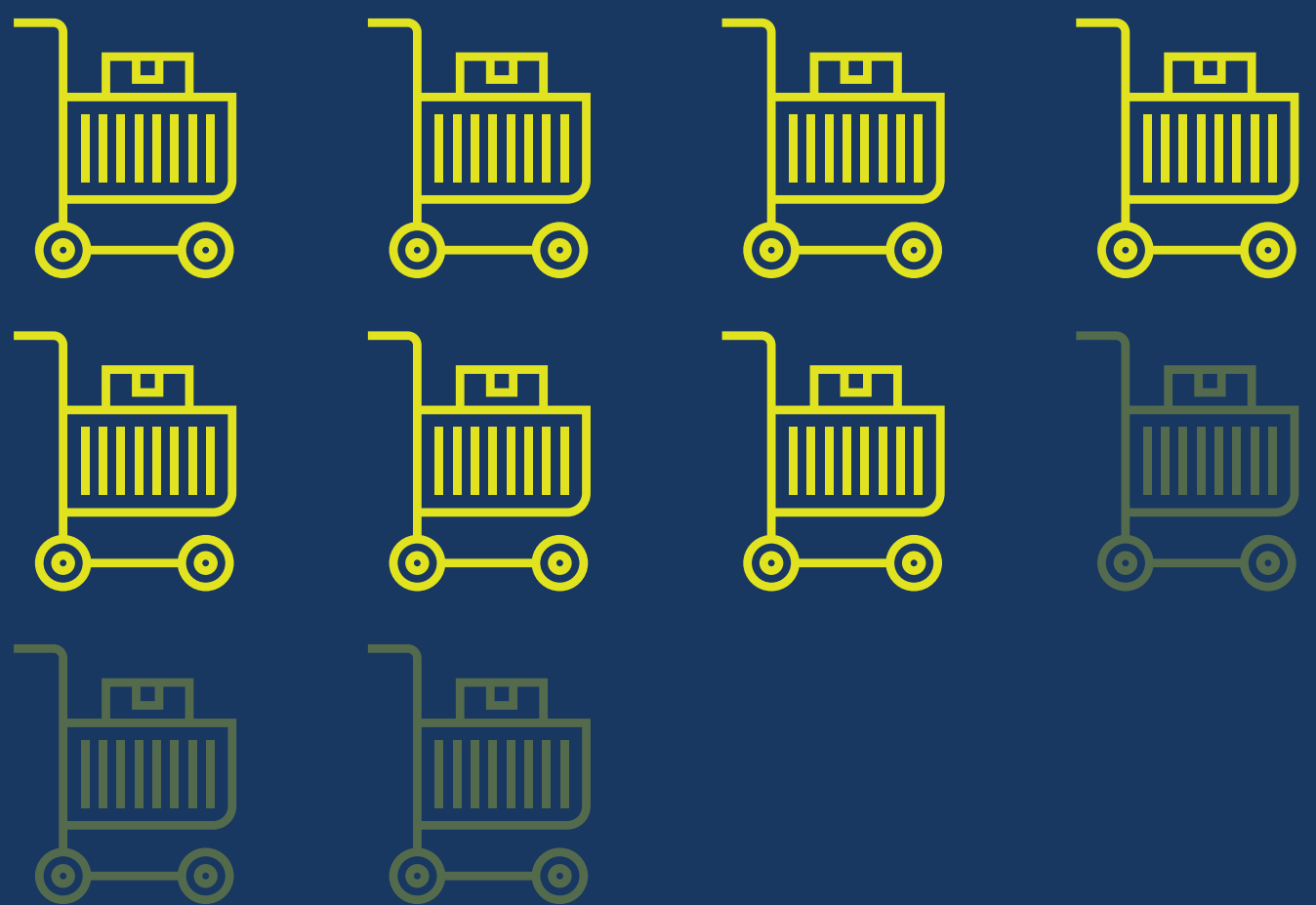
of marketers do not practice targeted email marketing

57%

of B2B marketers state keyword rankings help them generate the most leads

70%

OF CONSUMERS prefer content vs. ads to learn about a product



Download our full [Why Digital Marketing Is Essential for Growth](#) to learn the fundamentals of digital marketing!