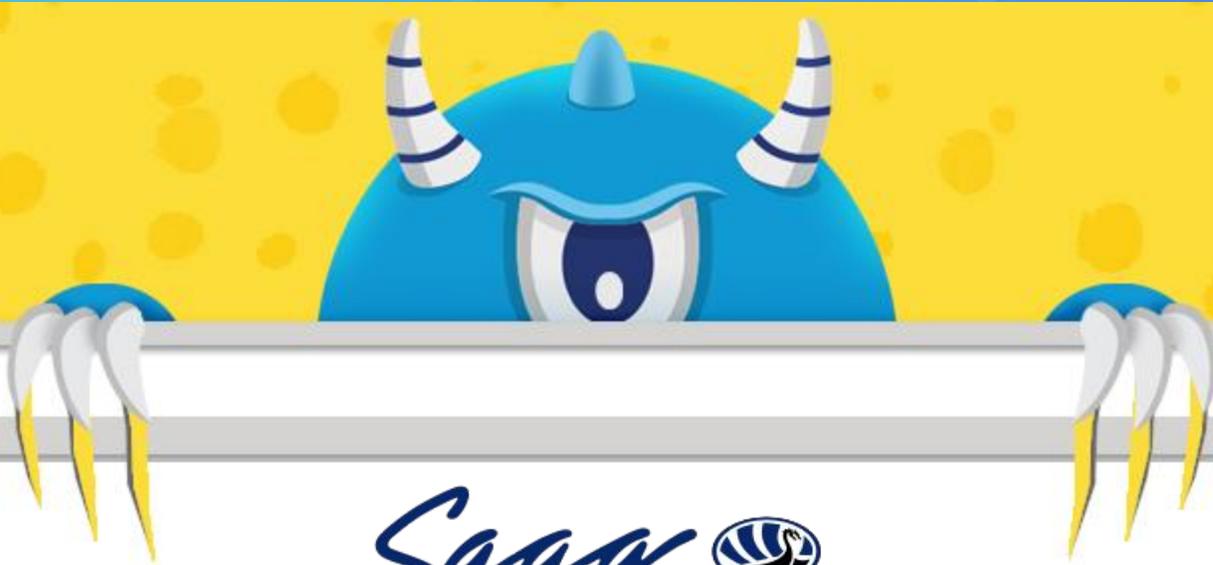


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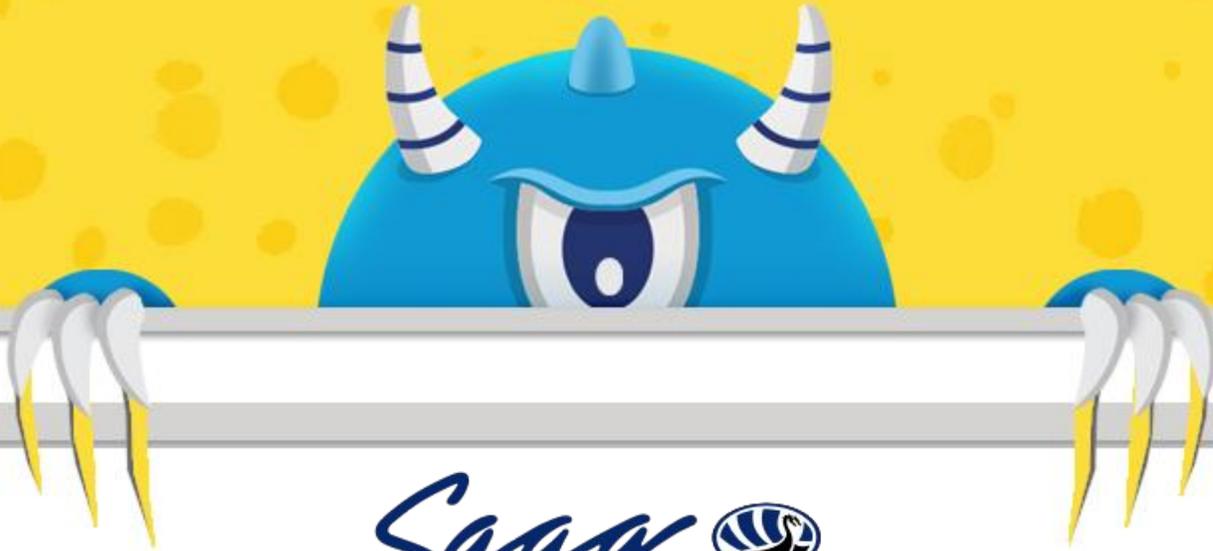


## Eye-Opening Website Statistics 2020



Is Your Website Costing You Clients?

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Underperforming Websites



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# Underperforming Websites



During the quarantine, we saw how the shopping experience online has impacted the overall experience of sales and revenue. (See Google Retail Survery 2020)

Now that 2021 is here—your clients or prospects probably realized by now that their website has an effect on the perceived credibility and quality of your business.

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# Underperforming Websites



But very few people know just how colossal this effect actually is.

In fact, many businesses struggle to turn underperforming websites into websites that actually boost credibility and client acquisition.

- Here are some Facts from Hubspots State of Marketing Report from late 2020



**It takes about 50 milliseconds (that's 0.05 seconds) for users to form an opinion about your website that determines whether they like your site or not, whether they'll stay or leave.**

**FACT**



**57% of internet users say they won't recommend a business with a poorly designed website on mobile**

**FACT**



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**88%** of online consumers are less likely to return to a site after a bad experience

**FACT**

## How to fix it:

The internet doesn't hand out second chances. In fact, everything we've learned so far tells us that bad website design, outdated aesthetics and low usability are major credibility killers.

Try to get to the root of the issue.

If your website hasn't been updated or redesigned in 5 years, the answer is probably pretty simple: Implement some of our design tips from above and create a modern, responsive website.

**But what if you recently completed a redesign and find that many users are bouncing, and your conversion rates are lower than expected?**



**77% of agencies believe that a bad website User Experience is a weakness for their clients.**

**FACT**



**70% of small business websites lack a Call to Action (CTA) on their homepage**

One of the “3 C’s of a Highly Converting Website”

**FACT**



## What it means:

**Believe it or not, users want to know what your website wants them to do.** They may not always do it, but that's a different story.

Your website is a great credibility boosting tool that serves to inform users on your products or suite of services—but most importantly, it's your online point of sale.

**If I get locked out of my house and I urgently search Google for “locksmith near me”, I need help right away. If a website lacks a clear way for me to immediately get in contact once I've briefly vetted the company, what's the point?**

**FACT**





**Nearly 8 in 10 customers would stop engaging with content that doesn't display well on their device**

**FACT**



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**Average smartphone conversion rates are up 64%  
compared to desktop conversion rates**

**FACT**



**88% of consumers who search for a type of business on a mobile device call or go to that business within 24 hours**

**FACT**



State of Marketing Report [2020 Version]  
(Source: <https://www.hubspot.com/marketing-statistics>)



## Conversion Rate Optimization (CRO)

Only 17% of marketers use landing page A/B tests to improve conversion rates. (HubSpot, 2020) The first five seconds of page-load time have the highest impact on conversion rates. Website conversion rates drop by an average of 4.42% with each additional second of load time.

(Portent, 2019) (Source: <https://www.hubspot.com/marketing-statistics>)

Over a two year period, there was a 900%+ growth in mobile searches for “\_\_\_ near me today/tonight.” (Think with Google, 2018)

- 60% of smartphone users have contacted a business directly using the search results such as the “**click to call**” option. (Think with Google, 2019)
- Over a two-year period, there was a 200%+ growth in mobile searches for “**open**” + “**now**” + “**near me.**” (Think with Google, 2018)
- 46% of shoppers surveyed confirm inventory online before going to a store. (Think with Google, 2019)
- 70% of shoppers surveyed say the ability to shop in-person/ in a store is important when deciding which brand or retailer to buy from. (Think with Google, 2019) (Source: <https://www.hubspot.com/marketing-statistics>)

# LOCAL SEO

- In 2018, U.S. advertisers spent nearly \$50 million on programmatic digital display advertising. (HubSpot, 2020)  
Across social channels, photo and imagery posts are the most-used content type to increase audience engagement. (HubSpot, 2020)
- 68% of marketers stated that paid advertising is "very important" or "extremely important" to their overall marketing strategy. (HubSpot, 2020)
- Ad placement and audience targeting are the top optimization tactics used by advertisers today. (HubSpot, 2020)  
**(Creative)??**
- 33% of marketers use paid advertising to increase their brand awareness. (HubSpot, 2020)
- **The Google Display Network reaches 90% of Internet users worldwide.** (Google, 2019) The company Purple saw a 34.6% boost in brand consideration for their mattress orders by using Google Ads audience targeting on YouTube. (Google, 2020) By using Google Ads, Schmidt Naturals saw a 48% uptick in brand awareness for its vegan products on YouTube. (Google, 2020)

# Display Advertising



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# Search Engine Marketing

- The average cost-per-click (CPC) in the legal industry is \$6.46 and the most expensive legal industry keyword CPC is \$1090. (HubSpot via Ahrefs and WordStream, 2020)

- The average cost-per-click (CPC) in the medical industry is \$2.62 and the most expensive medical industry keyword CPC is \$90. (HubSpot via Ahrefs and WordStream, 2020)

- The average cost-per-click (CPC) in the marketing industry is \$3.33 and the most expensive marketing industry keyword CPC is \$165. (HubSpot via Ahrefs and WordStream, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)



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- The average cost-per-click (CPC) in the software industry is \$3.80 and the most expensive software industry keyword CPC is \$95. (HubSpot via Ahrefs and WordStream, 2020)

- The average cost-per-click (CPC) in the real estate industry is \$2.37 and the most expensive real estate industry keyword CPC is \$95. (HubSpot via Ahrefs and WordStream, 2020)

- The average cost-per-click (CPC) in the home improvement industry is \$6.40 and the most expensive home improvement industry keyword CPC is \$320. (HubSpot via Ahrefs and WordStream, 2020)  
(Source:

<https://www.hubspot.com/marketing-statistics>)

# Search Engine Marketing



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- As of June 2019, **94% of internet searches** happen on a Google property. (Jumpshot via Sparktoro, 2019)
- Google uses **810 unique SERP features** on how they rank/ display website results organically. (seoClarity, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)
- **Text** will always be the foundation of search so making sure the text around your website's assets is descriptive will help them rank well in search. (HubSpot, 2020)
- About 64% of marketers actively invest time in search engine optimization (SEO). (HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)

# Search Engine Optimization



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- Just over 75% of marketers are reporting on how their campaigns are **directly** influencing revenue. (HubSpot, 2020)
- **52%** of marketers are currently using attribution reporting. (HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)
- 91% of marketers are "somewhat confident" or "very confident" that they're investing in programs that influence revenue. (HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)

# Marketing Analytics

- 67% of companies use lead generation as the sole metric to determine content success. (SEMrush, 2019)
- 75% of marketers use their reports to show how campaigns are **directly** impacting revenue. (HubSpot, 2020)
- Less than 25% of marketers are not reporting how campaigns are impacting revenue. (HubSpot, 2020)
- **Google Analytics is the top SEO tool used by marketers.** (HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)

# Marketing Analytics

When your client plans to invest in online / paid media, take the time to evaluate digital advertising trends and analyze data from past campaigns (other clients in the same industry) to figure out how you can most effectively invest your ad dollars.

**Here are 3 Suggestions On How To Ensure Your Clients Are Ready For 2021**

# Integrated Advertising Strategy 2021



In 2021, continue advertising via paid search and paid social, and keep doing what works for your brand, but eliminate wasted spend on keywords and campaigns that are not converting into opportunities for your clients.. This likely means continuing to invest in the “big four” — Google, Facebook, LinkedIn, and Instagram — as well as seeking new opportunities to reach your audience through programmatic advertising.

## 1 - For Paid Search and Paid Social, Stick With What Works



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Regardless of what medium we use for our clients, always measure your results as a means to drive future strategy.

For example, if you have a B2B client and want to try Instagram as a channel, make sure you have an idea of what “success” looks like on Instagram before you run your campaign.

Does that mean driving direct conversions from Instagram, or thinking of it more as a brand awareness play versus “discovery”?

# 1 - For Paid Search and Paid Social, Stick With What Works



In 2021, start calculating the value of your digital advertising ***beyond* clicks** and conversions.

Marketers tend to focus on conversions and their cost per conversion but unless you're measuring the value of your conversions, and keep in mind every conversion is different. (MediaBeast & Callrail)

Look at ALL online media. This means your clients need a way to join impression, click, and cost data from Google, Facebook, and other channels to a reporting system (MediaBeast Dashboard)

## 2 - Look Beyond Click and Conversions — *Zoom in on Value and ROI*



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This leads to insight like: *My campaign spent \$500 to generate 100 clicks and 20 conversions (ad platform data), which led to 5 purchases for \$X of revenue (dashboard data). (MediaBeast Dashboard)*

A simpler alternative to this might be knowing each of your website conversions is worth \$X to your business from historical data, and using that as a starting point. - (Example)

## **2 - Look Beyond Click and Conversions — Zoom in on Value and ROI**



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**Its 2021, stop relying on display or video ads for conversions.**

Display ads are generally measured by view-through conversions (when visitors saw your ad but don't click, and then convert later), which, depending on your goals, are less valuable than a click-through conversion.

There's a place for display & video ads. They work very well with radio (for example) for "brand campaigns". But if you're relying on display or video ads for conversions (measured with view-through), it's time to rethink the strategy..

## **3 - Rethink How We Use Display / Video Advertising**



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We look at how brand campaigns (campaigns *not* meant to drive direct conversion) and performance campaigns (campaigns meant to drive direct conversion) work together. For example, if we invest \$1,000 into a brand campaign, do we see a lift in our performance campaign results?

Display, Video and Radio ads can also boost organic and cross-channel performance because consumers see and hear your brand, their curiosity is sparked, and they search for your brand's website (Branded Search) or your social media accounts. In future training sessions, we will show you how to look at your source data in Google Analytics after running radio, video, and display ads and you notice a correlated increase in organic traffic, there may be a relationship between your brand advertising and organic traffic lift.

## 3 - Rethink How We Use Display / Video Advertising



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Overall, it's tough to balance and measure the relationship between brand and discover (performance) campaigns, but it's safe to say that display /video ads are not your best bet for driving conversions so set expectations correctly. Stick to these for building brand and branded searches.

### 3 - Rethink How We Use Display / Video Advertising



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# Coming Soon:

## Google Analytics Best Practices



# Google Analytics

## Important Metrics To Look At In Google Analytics

1. User Location
2. Traffic Sources
3. Referrals
4. Top Campaigns
5. Top Content Pages
6. Traffic by Source/Medium
7. Bounce Rate



# Thank you!

[support@themediabeast.com](mailto:support@themediabeast.com)

**Matt Nelson**  
President

**Maggie Mull**  
Executive Assistant

# Thank You For Your Time Today!

