

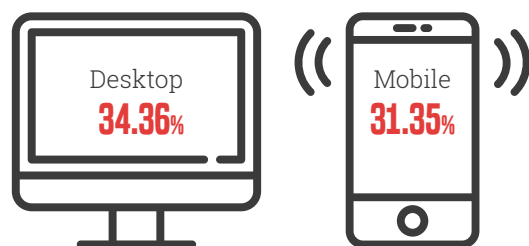
B2B MARKETING STATISTICS TO SHAPE YOUR 2019 STRATEGY



The Lead Agency has compiled a comprehensive list of key B2B marketing statistics that demonstrate the latest trends for 2019. Some of these statistics may surprise you, and many may make you completely reconsider your strategies for the next year!

Search Engine Optimisation Statistics

The first position on Google has a high click-through rate
(Advanced Web Ranking, 2015)



50%

50% of all search queries are four or more words long.
(WordStream 2016)

71%

71% of B2B consumers start of their research with a general search query.
(Google, 2015)

19%

19% of users search via Siri at least once per day. And up to 37% use Siri, 23% use Microsoft's Cortana and 19% use Amazon's Alexa AI monthly
(HubSpot, 2015)

30%

30% of marketers think voice search will be the next big thing, yet 60% of companies haven't addressed it in their business strategy.
(Consultancy, 2017)

58%

58% believe that paid advertising on search engines is the most effective paid form of digital marketing.
(Consalta)

81%

81% of leads conduct online research when making big purchase decisions.
(Retailing Today, 2014)



50%

50% of mobile searches to lead visitors to visit the store within 24 hours.
(Google, 2014)



30%

SEO is a service in demand by 30% of customers.
(Advanced Web Ranking, 2017)

**100
BILLION**

Google receives over 100 billion searches a month.
(Mashable, 2015)

Content Marketing Statistics



B2B companies that blog more than 11 times a month had roughly three times as much traffic as those that blogged 0 - 4 times a month

(HubSpot, 2015)

55%

55% of B2B marketers admit they don't even know what 'successful content marketing' looks like.

(Content Marketing Institute, 2015)

96%

96% of B2B buyers have said that they wanted content with input from industry influencers and thought leaders.

(Demand Gen Report, 2016)

43%

43% of visitors skim blog posts
(HubSpot, 2016)

86%

86% of B2B companies have an active blog.
(The Real Time Report, 2010)

86%

Podcast listening has grown 23% in popularity in the past year.
(Edison Research, 2016)



Hiring B2B marketers who are good at content marketing is harder than ever, according to 1 in 3 B2B marketing professionals.

(Content Marketing Institute, 2014)

29%

29% of B2B marketers are repurposing their content.
(Curata, 2016)

94%

94% of B2B marketers are using LinkedIn to disseminate their content to a larger audience.
(Content Marketing Institute, 2015)



The average reader spends only 37 seconds reading your blog article.

(Content Marketing Institute, 2016)

Social Media Statistics

72%

72% of adult users on the Internet use Facebook.
(Pew Research Centre, 2015)

21%

Content consumption increased by 21% on LinkedIn from 2014 to 2016.
(HubSpot, 2016)

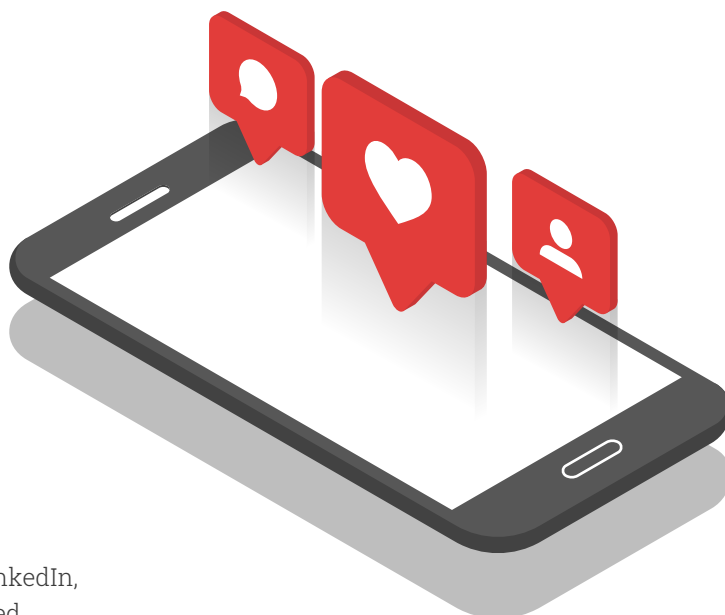
25%

46%

25% of adult internet users use LinkedIn, whilst 46% of adults who graduated from University use LinkedIn.
(Pew Research Centre, 2015)

74%

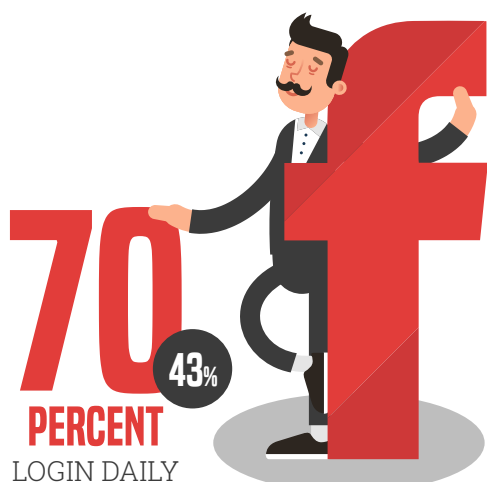
74% of Facebook users say they use the platform for professional purposes.
(HubSpot, 2017)



467
MILLION USERS

25%

LinkedIn has over 467 million users registered on their network, however, only 25% of them actively engage with the channel on a monthly basis.
(VentureBeat, 2016)



Facebook users are the most engaged on the Internet. 70% login daily and 43% log more than once a day.
(Pew Research Centre, 2015)

66%

66% of B2B marketers use paid advertising on social media.
(Advanced Web Ranking, 2017)

22%

22% of smartphone users check their device every five minutes.
(Advanced Web Ranking, 2017)

80%

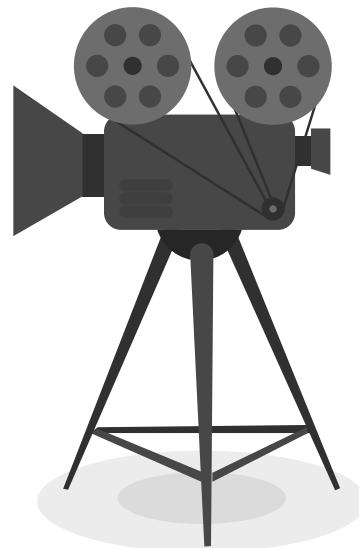
In 2017, it was reported that 80% of B2B social media leads came directly from LinkedIn
(Ironpaper, 2017)

LinkedIn®

LinkedIn is the only social media channel where users between the age of 30 to 49 outrank user between 19 to 29.
(Pew Research Centre, 2015)

Video Marketing

Statistics



48%

48% of marketers intend to add YouTube to their existing content strategy over the next twelve months.

(HubSpot, 2017)

71%

38%

71% of businesses with 100+ employees used YouTube, in comparison to 38% of self-employed individuals.

(Social Media Examiner)

YouTube has a billion registered users, making up roughly a third of everyone on the Internet.

(YouTube, 2016)

51.9%

51.9% of marketers recommend video marketing as the strategy with highest ROI

(Adobe, 2015)

43%

43% of consumers would like to see more video content from marketing professionals.

(HubSpot, 2016)

1.81x

Those who view a video of a product or service are 1.81x more likely to purchase than those who don't view a video.

(Animoto, 2015)

49%

Marketers using video as a strategy grow revenue 49% faster than non-video users.

(Aberdeen, 2015)

2 OUT OF 3

Roughly 2 out of 3 people prefer to watch a video under a minute than over a minute.

(Animoto, 2015)



Four times as many people prefer to watch a video on a topic, than read about it.

(Animoto, 2015)



Four out of five customers believe demonstration videos are helpful.

(HubSpot, 2017)

Email Marketing

Statistics

26%

Creative and personalised subject lines are 26% more likely to be opened than generic phrases.
(Experian, 2016)

\$38

The average ROI for every dollar spent on email marketing is \$38.
(Campaign Manager, 2016)

53%

53% of emails are opened on mobile devices.
(Campaign Monitor, 2015)

86%

86% of consumers want to receive promotional emails from businesses they work with monthly, and 15% daily.
(Statista, 2015)

83%

83% of companies use segmentation in their email marketing strategies.
(Econsultancy, 2016)

26%

Creative and personalised subject lines are 26% more likely to be opened than generic phrases.
(Experian, 2016)

64%

64% of email recipients prefer rich text emails.
(HubSpot, 2014)

54%

54% of marketers say that increasing engagement is their top priority for their email marketing.
(Ascend2, 2016)

86%

86% of professionals prefer email when communicating for business purposes.
(HubSpot, 2017)



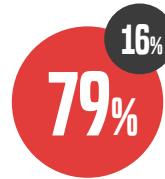
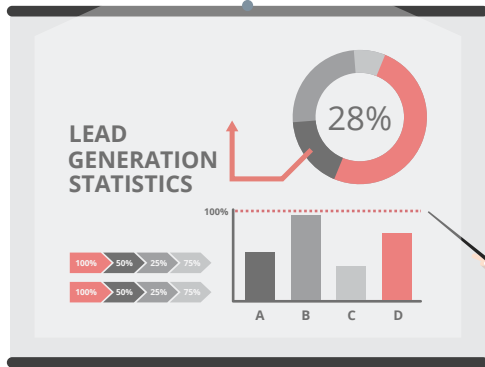
Two thirds of unsubscribes happen between 5 and 10 pm
(Tomasz Tunguz, 2015)



One in three millennials are comfortable sending emojis to their manager or senior executive.
(Adobe, 2015)



Lead Generation Statistics



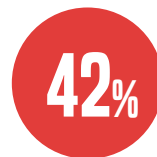
79% of B2B marketers said that 3-5 web registration and download forms was ideal for their business, whilst 16% said it was 6+.

(BrightTALK, 20a15)



67% of B2B marketers said lead nurturing led to a 10% increase in sales, whilst 15% said it led to a 30% increase in sales.

(Demand Gen Report, 2014)



Lack of quality data is the biggest obstacle to lead generation according to 42% of B2B marketers.

(BrightTalk, 2015)

B2B marketers have voted the best benefit of marketing automation being generating more and better quality leads.

(Pepper Global, 2014)



63% of B2B marketers believe that generating traffic and leads is their biggest challenge.

(State of Inbound Report, 2017)



28% of B2B marketers have reallocated their traditional advertising budget to digital marketing.

(Gartner, 2013)



Nurtured leads are 20% more likely to lead to convert.

(Demand Gen Report, 2014)



58% of B2B marketers say that their lead generation budget is set to increase with a year.

(BrightTALK, 2015)



84% of marketers say inbound marketing leads to better quality leads.

(HubSpot, 2017)



MarTech represents 33% of the average marketing budget.

(Gartner, 2016)



200M

PEOPLE USE AD BLOCKING TECHNOLOGY.

(Content Marketing Institute, 2016)

MarTech spend is higher than AdSpend for most companies on average.

(Gartner, 2016)

Advertising

Statistics



80%

80% of users have admitted to leaving a page because of a pop-up or auto-playing video.

(HubSpot, 2016)

51%

51% of people have a lower opinion of brands that use auto-playing videos.

(HubSpot, 2016)

91%

91% of people say ads are more intrusive today than two years ago.

(HubSpot, 2016)

34%

34% of users have mistakenly clicked on an online advertisement.

(HubSpot, 2016)

95%

Google is responsible for 95% of paid search ad clicks on mobile devices.

(Business Insider, 2016)

70%

70% of users dislike mobile advertisements.

(HubSpot, 2016)

80%

80% of marketers use location targeting for the mobile advertisements.

(Business Insider, 2016)

The average CPC in AdWords across all industries was \$3.09 AUD on search networks and \$0.77 AUD for display advertising.

(WordStream, 2016)



Marketing Technology

Statistics

34%

34% of online retail purchases are conducted on a mobile.

(Google, 2016)

It is expected that by 2020 there will be 6.1 billion smartphone users, compared to 2.6 billion globally today.

(TechCrunch, 2015)

24%

24% of marketers have added messaging applications to their content marketing strategy.

(HubSpot, 2017)

85%

Consumers spend 85% of their time on their smartphones in applications.

(TechCrunch, 2015)

80%

80% of people believe that AI will improve worker performance and create jobs.

(Narrative Science, 2015)

32%

32% of executives believe that voice recognition is the most widely used AI technology in their business.

(Narrative Science, 2015)

1/3

One third of people say they use their mobile as their primary device for accessing the Internet.

(HubSpot, 2016)

80%

80% of millennials have their smartphone by their side both day and night.

(Google, 2015)

35%

35% of smartphone users check their phone more than 50 times per day.

(AdWeek, 2015)

85%

85% of adults between the stages of 18 and 49 use multiple devices at the same time.

(Google, 2016)

