

Digital Marketing Solutions:

Market Opportunity, Organization Growth Potential and Challenges

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Canada	
Send text messages	69.2
Photos	55.1
E-mail	35.9
Access social network	31.2
Access weather	29.8
Games	30.8
Search	25.6
Maps	21.6
News	20.1
Sports	16.0
Finance	11.4
Online retail	6.1

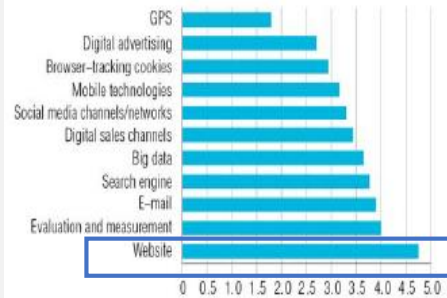
Source: comScore.

2011 Percentage use of mobile devices in Canada

About **70%** of Canadians utilize a digital means of communication

As of 2011, there are **9 million** smart device subscribers* connected to the internet.

*subscribers are customers or potentials generating huge amount of data very useful to organizations



Source: The Conference Board of Canada.

Importance of digital marketing solutions to organizations

The rising number of internet users prefer to be reached via digital channels they use daily

Digital marketing solutions as Websites are required by organizations **4.75 on a scale of 5** to reach their audience

	Number	Average 5-year sales growth (per cent)
Business services	79	1,070
• Information technology	22	542
• Marketing	22	1,437
• Human resources	9	1,242
• Communications	6	407
• Other	20	n.a.
Software development	30	1,299
• Business management	8	2,291
• Marketing	5	930
• Other	147	n.a.
Manufacturing	23	990
Wholesale or distribution	15	1,226
Financial services	14	751
Construction	12	958
Consumer services	12	1,115
Natural resource services	6	347
Retail	5	741
Food	3	920
Media	1	304

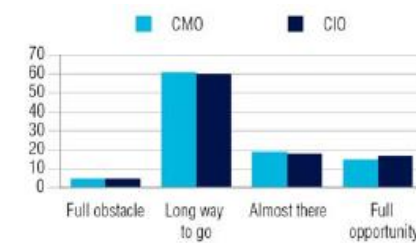
n.a. = not applicable
Source: Profitguide.com.

2012 Top 200 Canadian growth companies

1/3 of top 200 Canadian growth companies in 2012 leveraged on digital marketing solutions

Organizations that exploit these solutions have the potential to

experience **10%** growth annually

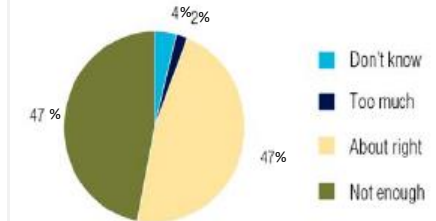


Source: SAS, Big Data's Biggest Role.

Categorical chart showing percentage organizations that exploit Big data and digital marketing solutions

6 of 10 CMOs and CIOs who agreed that the relationship between marketing and information technology is critical, also agreed the main obstacle they are faced with is relating to Big data infrastructure and integration.

Organizations that want to grow need to make adjustments to enable IT and marketing relationships



Source: Bloch, Brown, Sikes, Elevating Technology on the Boardroom Agenda.

Characterizing company's board attention to IT

Barely **½ (half)** of these organizations' board pay attention to IT

It is necessary that majority of the board focus on IT in order to attain the desired growth