

2020 DIGITAL MARKETING OPERATIONS BENCHMARKING INSIGHTS

Digital Resources, Processes and Technology

Digital's share of total marketing spend was already skyrocketing, but the pandemic had a major impact on both its trajectory and workload. Digital teams have met the challenges head-on, and there's more growth ahead. In a recent ANA survey, half of the respondents tagged their in-house agencies as their "most important" producers of new creative assets. And in an Adweek survey of senior-level marketers, 61% say they expect to increase usage of their in-house agencies in the next couple of years. The implications are clear: work for digital teams will only gain momentum. To meet that demand, teams need to be prepared with the right resources and flexible capabilities. We conducted a recent survey on the state of digital marketing among in-house agencies. Here are highlights of our findings.

Digital Teams Keep Rising to The Challenges

Sizing Things Up

Resources



What's Keeping Digital Leaders of In-House Agencies Up at Night?

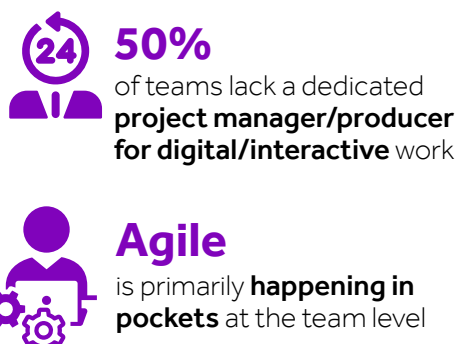
In our survey, leaders identified these as their top three challenges right now.

Career pathing for self and staff

Adequate funding for staff

Gaining approval for technology spend

Processes



Value



Takeaway: Underscoring their importance, digital teams reported no staff cuts in 2020, but project volume is climbing. Strengthening processes is critical to support their value proposition.

Ramping Up

Social Media and Content Marketing

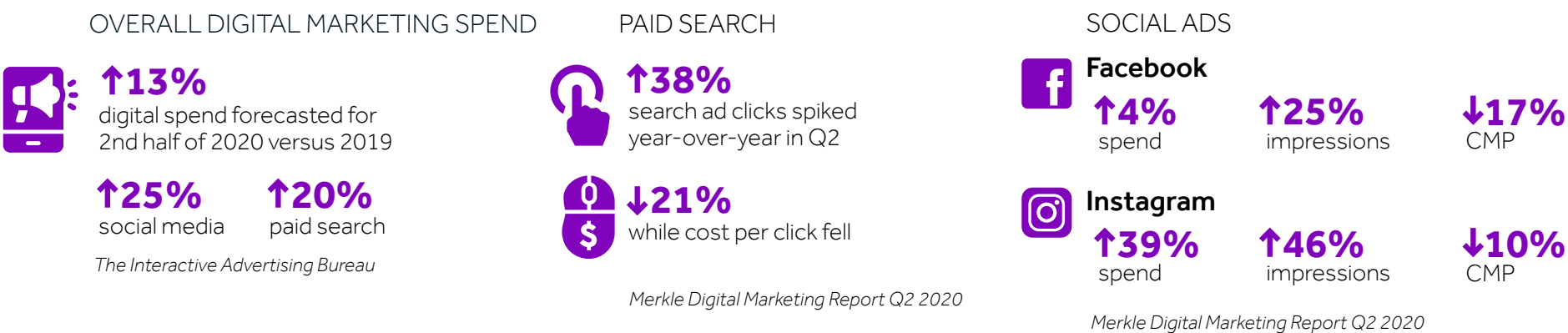


Social media and content marketing tactics are really taking off. Again.

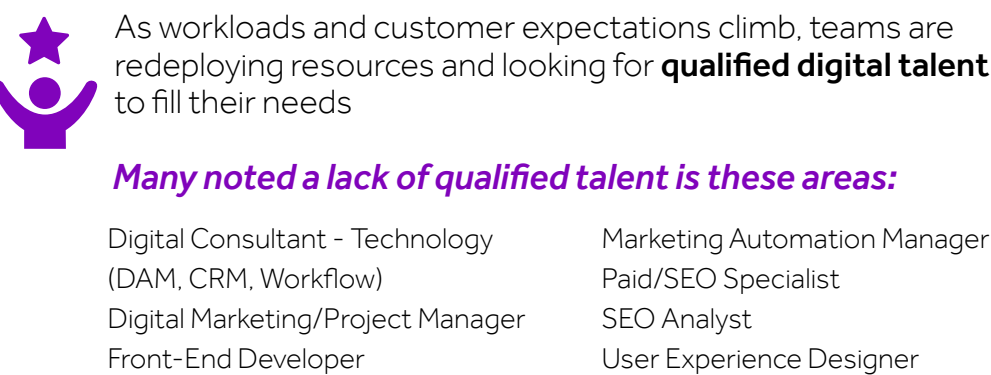
Social media is growing faster now than at the start of 2020. Roughly 51% of the world's population uses it, with over 1 million people added every day. That's **12 new users every second** – and the typical user is on almost 9 different platforms.

Source: We Are Social and Hootsuite

Trending Now



Finding Digital Rock Stars



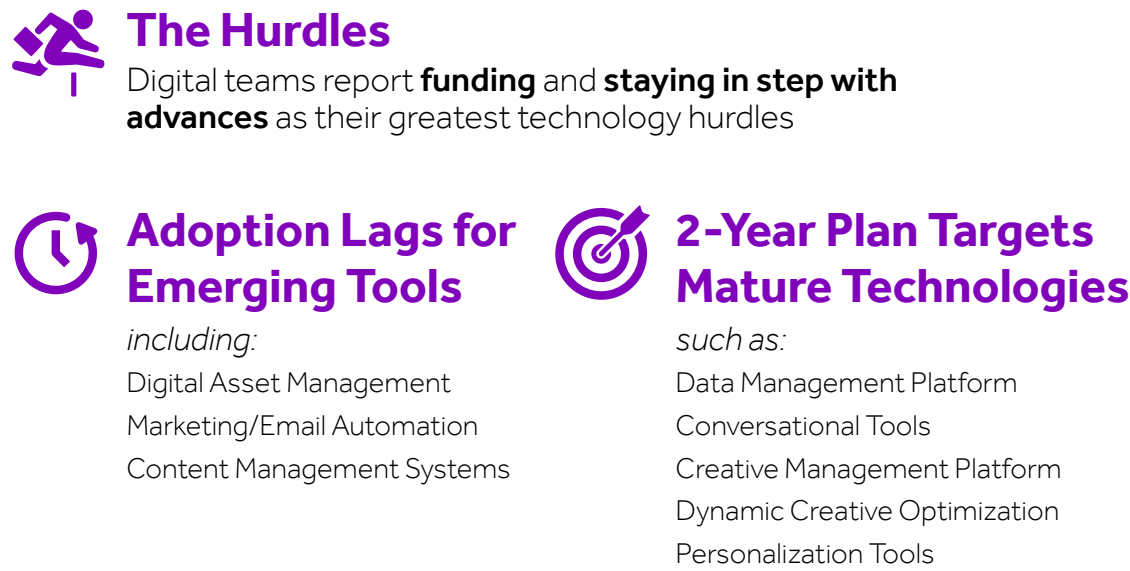
Takeaway: Good enough is not enough. Our experience shows that great digital resources are at a premium. And digital strategies must be constantly revised to drive engagement and conversions. It's more important than ever to work with a partner who specializes in this area and finds you the very best resources, or will staff and manage an embedded digital team on your behalf.

Remote Work WORKS!



Takeaway: Time away from the office has been time well spent for in-house teams. Both quality and productivity have remained steady or improved. These striking outcomes raise in-house teams' level of confidence in remote workers, which opens the door to a much broader, national pool of quality digital talent.

Technology: Slow on the Uptake



Takeaway: Forrester Research has pulled back on its initial growth estimate for U.S. marketing technology investments, predicting a 26% decline in 2020. When expenditures pick up again, companies that continue to invest now — in the right technologies — will be a step ahead.

In-house agency and embedded digital teams continue to be of vital and growing importance to a company's success because of their cost efficiency, speed and brand knowledge. Engaging the right people with the right skills, and equipping them with the right technology, will be imperative in the months and years ahead.