# 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



70% report higher work volumes due to shifts in

marketing priorities

60% of teams remain the same size or larger in 2020

### Processes



50% of teams lack a dedicated project manager/producer for digital/interactive work



fts in

Almost Half of teams lack enough staff for work demands (consultants and contingent talent included)



**45%** plan to **maintain or increase contingent staff/consulting spend** in 2021

### 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.



### Value

#### **Top 4** ways internal clients say their in-house agencies drive value



cost efficiencies/savings quality brand knowledge **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



>50% listed social media and content marketing as the two primary channels where they have refocused efforts

## 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

OVERALL DIGITAL MARKETING SPEND



**13%** digital spend forecasted for 2nd half of 2020 versus 2019

**†25%**<br/>social media**†20%**<br/>paid search

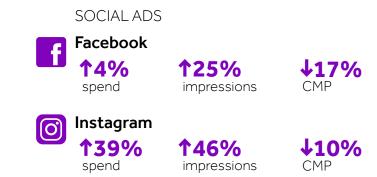
The Interactive Advertising Bureau



PAID SEARCH



Merkle Digital Marketing Report Q2 2020



Merkle Digital Marketing Report Q2 2020

### Finding Digital Rock Stars

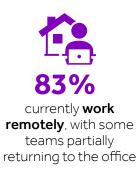


As workloads and customer expectations climb, teams are redeploying resources and looking for **qualified digital talent** to fill their needs

### Many noted a lack of qualified talent is these areas:

Digital Consultant - Technology (DAM, CRM, Workflow) Digital Marketing/Project Manager Front-End Developer Marketing Automation Manager Paid/SEO Specialist SEO Analyst User Experience Designer **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!**





say that remote working has led to **equal or greater productivity** 



note **quality** has remained **on par** or **improved**  **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

The Hurdles
Digital teams report funding and staying in step with advances as their greatest technology hurdles

# O Adoption Lags for Emerging Tools

*including:* Digital Asset Management Marketing/Email Automation Content Management Systems

### 2-Year Plan Targets Mature Technologies

such as: Data Management Platform Conversational Tools Creative Management Platform Dynamic Creative Optimization Personalization Tools **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.



### Contact Cella today about your digital marketing needs.

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