Email-driven Content Marketing

We surveyed marketing professionals from small and medium businesses to see how-and if-they're combining email and content marketing strategies to optimize results.





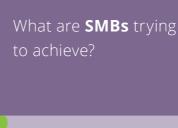
An email-driven content strategy—who's got one?

36%



Top Priorities





54% 53% Improving quality of leads Increasing leads/subscribers 49% Increasing engagement time 38% Improving brand preference 33% Integrating across channels 20% Reducing sales cycle time 19% Increasing conversion rates and improving quality of leads are top priorities for an email-driven content marketing strategy according to 54% and 53% of SMBs, respectively.

Strategic

45%

Increasing leads or subscribers are also considered top priorities by 49% surveyed.

6%



Exactly half (50%) of SMBs consider an email-driven content marketing strategy to be very successful (best-in-class) at achieving priorities. Only 6% consider a strategy unsuccessful.

Challenging

What's holding SMBs back?

Improving quality of leads

Increasing engagement time

Barriers to Success



Very successful (best-in-class)

Somewhat successful

Not successful

50%

47%

41%

36%

32%

28%

54% 44%

53% 47%

49% 41%

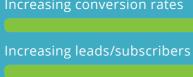
38% 36%

33% 32%

20% 28%

19% 27%

20%



Improving brand preference Integrating across channels

Reducing sales cycle time 27% Improving the quality of leads and increasing conversion rates are considered according to 47% and 44% of SMBs, respectively. Priorities Versus Barriers

the barriers they face? CHALLENGING TOP PRIORITIES **BARRIERS**



Increasing engagement time Improving brand preference

Integrating across channels

Increasing leads/subscribers

How are most businesses doing in achieving priorities that are in direct conflict with

Increasing conversion rates

Reducing sales cycle time

Content syndication

How Effectiveness

Most (87%) of the SMBs surveyed say the effectiveness of email-driven content

60%

Effectiveness

is improving

moderately

marketing channels are improving.

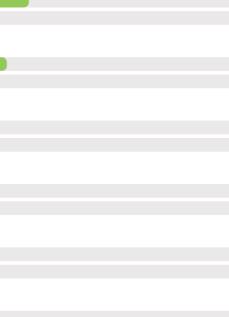
27%

Effectiveness

is improving

significantly

Is Changing



Channel Effectiveness 77% **Email** Social media 53% Website/blog **52%** 22% SEO/organic search Display ads PPC/paid search 21%

Most SMBs say email communication is the best way to get their message out. More than three-quarters (77%) of SMBs report that email is the most effective channel to drive marketing content to prospects. Social media and a website or blog are also reportedly important channels at 53% and 52%, respectively.

Analyzing top strategic priorities versus the barriers to success provides a valuable perspective for developing a successful email-driven content marketing strategy for SMBs.

A large majority (87%) of the SMBs surveyed consider the effectiveness of email-driven content marketing channels to be improving to some extent, with 60% reporting a moderate improvement.

10%

Effectiveness

is worsening

moderately

Effectiveness

is worsening

significantly



Interactive content Newsletters/blog posts

Case studies/articles

Research/eBooks

Infographics

Videos/motion graphics

Webinars/events

Resources

How can SMBs find time to create the content they want to share? Creating digital content can be timeconsuming and often exceeds the resources available in-house for many organizations,

especially for SMBs. This is the primary reason that 86% of SMBs reported outsourcing at least part of their digital

content creation efforts.

Content Creation

43% 41% **40%** 40% 38% 32% 28%

SharpSpring

Webinars or events are reported to be the most effective type of digital content for marketing purposes according to 43% of SMBs. Videos or motion graphics, interactive

14%

24%



SMBs are making it clear that content marketing through email is helping them increase conversion rates, improve engagement with qualified leads and reduce sales cycle time. SharpSpring's entire platform is built to help close deals by sending exactly the right message at exactly the right time using powerful, behavioral-based communication. SharpSpring is a proven, comprehensive platform, available at a fraction of the cost of other providers.

SCHEDULE YOUR DEMO TODAY

62%

Combination of outsourced and in-house resources Outsourced to a specialist In-house resources only

