



MARKETING IN ASIA



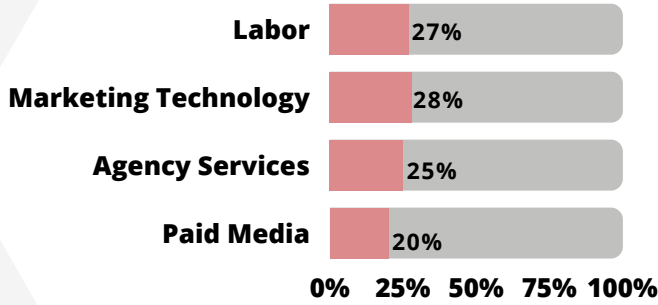
# Optimising The Cost Of Digital Marketing For Businesses

Research Report  
2022

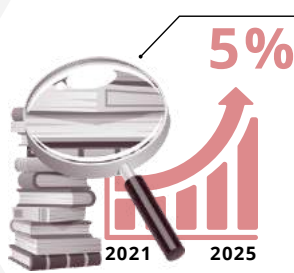
MAY 2022



# Visual Summary

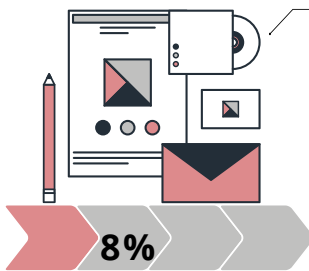
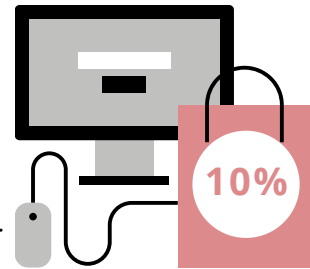


Mean percentage of budget allocation across marketing channels



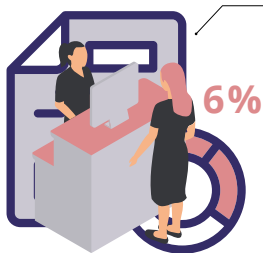
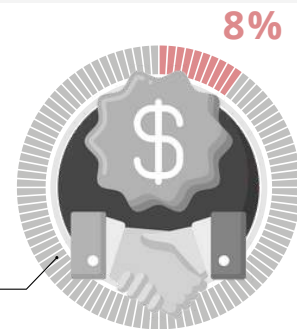
Projected growth rate of the market research market & the budget allocated to it

Average percentage of budget allocated for digital commerce



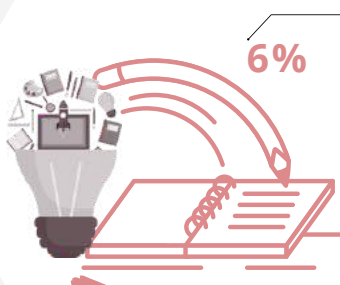
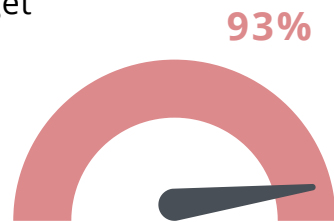
Average percentage of budget allocated for brand strategy

Average percentage of budget allocated for sponsorship



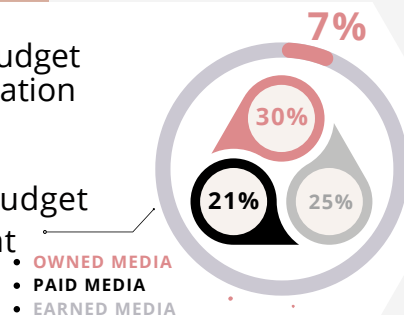
Average percentage of budget allocated for customer insights

Percentage of B2B marketers who use content marketing

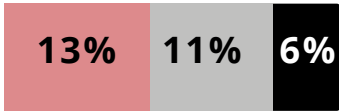


Average percentage of budget allocated for content creation

Average percentage of budget allocated for content distribution

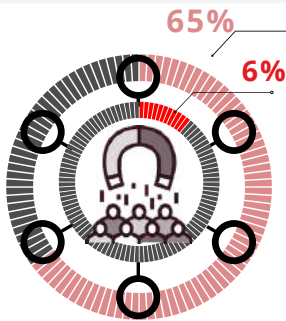
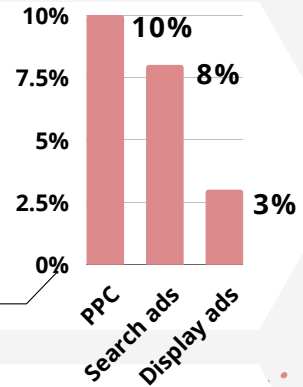


■ WEBSITE  
■ EMAIL MARKETING & CRM  
■ OTHERS



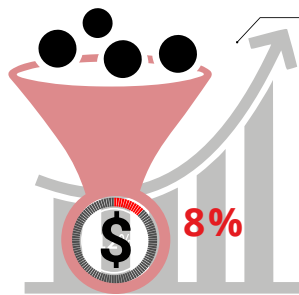
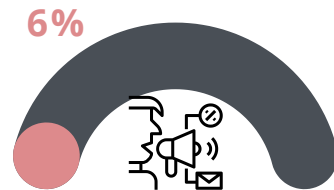
Average percentage of budget allocated for components of owned media

Average percentage of budget allocated for components of paid media



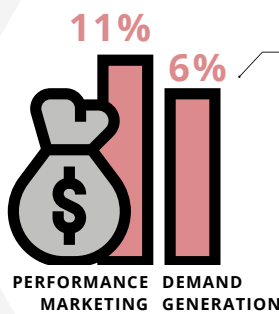
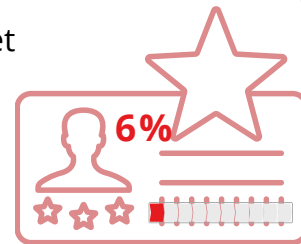
65% of the marketers use multichannel customer engagement with a budget allocation of 6%

Average percentage of budget allocated for promotions



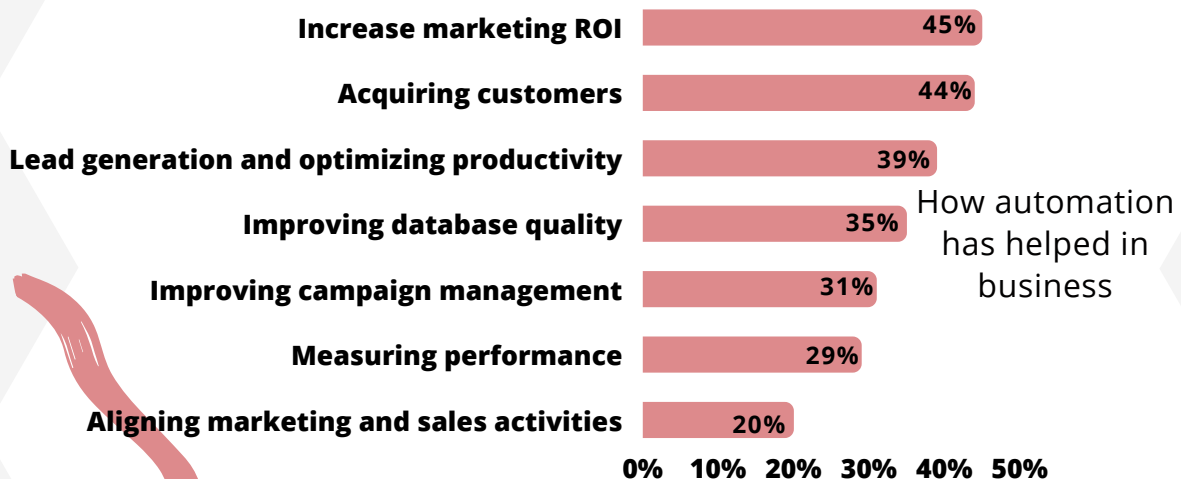
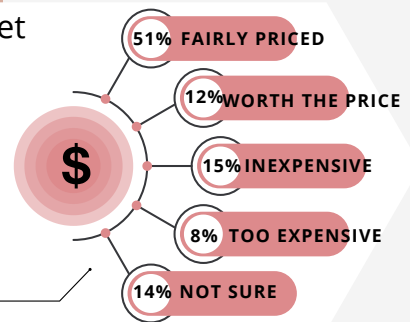
Average percentage of budget allocated for CRO

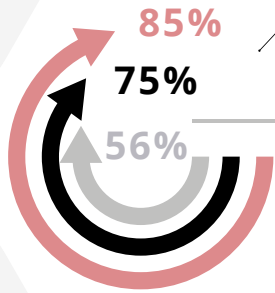
Average percentage of budget allocated for loyalty programs



Average percentage of budget allocated for demand generation & performance marketing

Value in marketing automation

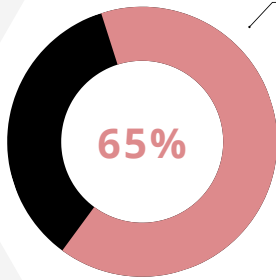
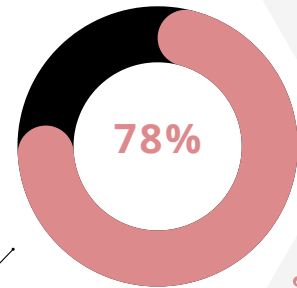




**Perks of hiring freelancers**

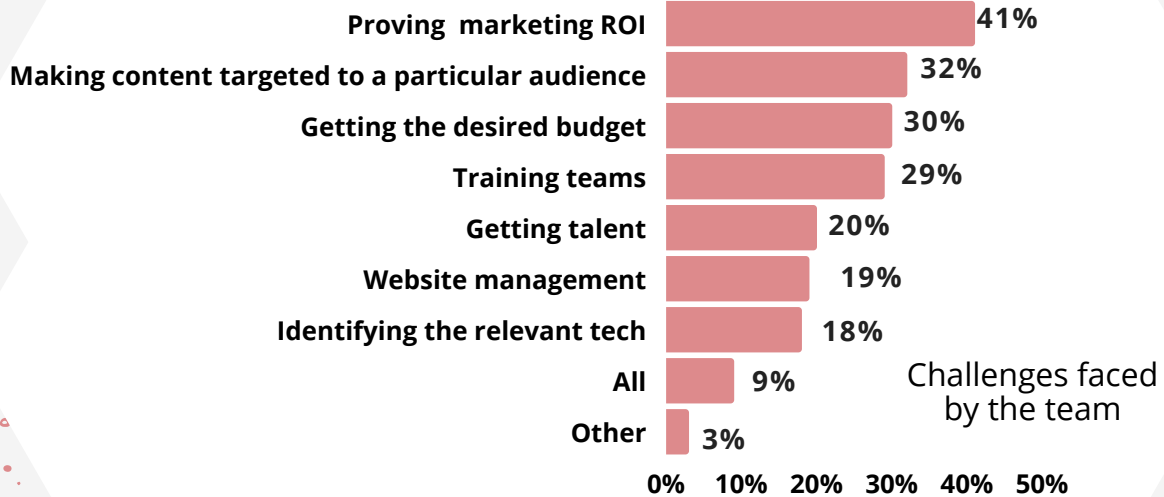
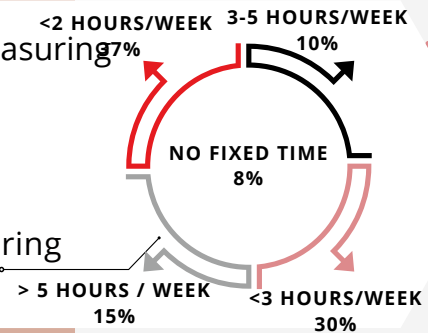
- 56% -wider access to talent
- 75% - saved overheads
- 85% -getting the work done faster

Employers willing to expand their remote workforce



Participants regularly measuring their efforts

Frequency of monitoring efforts



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# 1. Optimising The Cost Of Digital Marketing For Businesses

*About the study*

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## *Number of participants*

274 marketing heads/ CMO/ entrepreneurs

## *Industry / Sector*

Healthcare	3%
Retail	13%
Travel & hospitality	5%
Consumer goods	8%
Financial Services	15%
Media	4%
Manufacturing	3%
Educational Services	2%
IT and Business Services	27%
Technology Services	17%
Other	4%

## *Country of operation*

India	55%
Malaysia	20%
Indonesia	3%
Singapore	9%
Thailand	3%
Phillipines	2%
Others	8%

## *Mode of data collection*

The research is based on insights obtained from the data collected through social media polls, surveys and secondary market research.



## 2. Introduction

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Marketing is a key part of a business. It helps increase brand awareness, reach more customers and grow your business. As a result, a significant chunk of the company budget is allocated for marketing and goes to the marketing budget. With the diversity of marketing domains, it is imperative to optimise spending in each component. Crafting a marketing budget requires considering your company's specific and current needs. A comprehensive marketing budget is an essential tool to execute a strategy successfully. However, so many marketing options can be time-consuming and challenging to determine what will work best for your business based on budget and geographic location. At the outset, many new businesses may lack clarity on how much time and money to spend on marketing, branding, advertising, public relations, and content strategy. For starters, it is essential to consider your business goals when setting KPIs and measuring marketing's success. From there, specific tactics can be outlined.





## Perks of defining a budget

The marketing budget can help a brand by increasing the number of impressions or customers they are exposed to. It can also help companies reduce their costs and make it easier for them to scale up their operations. Also, in-house marketing can help in optimising marketing costs. The benefits of using in-house marketing are that it is cheaper and gives the company more control over its brand.

A marketing budget is also a way that businesses may be able to test different strategies and find out what works best. Initiating research- Conducting market research and surveying potential customers about their habits, preferences, behaviours, and needs to identify opportunities for the company go a long way in judiciously utilising the resources available.

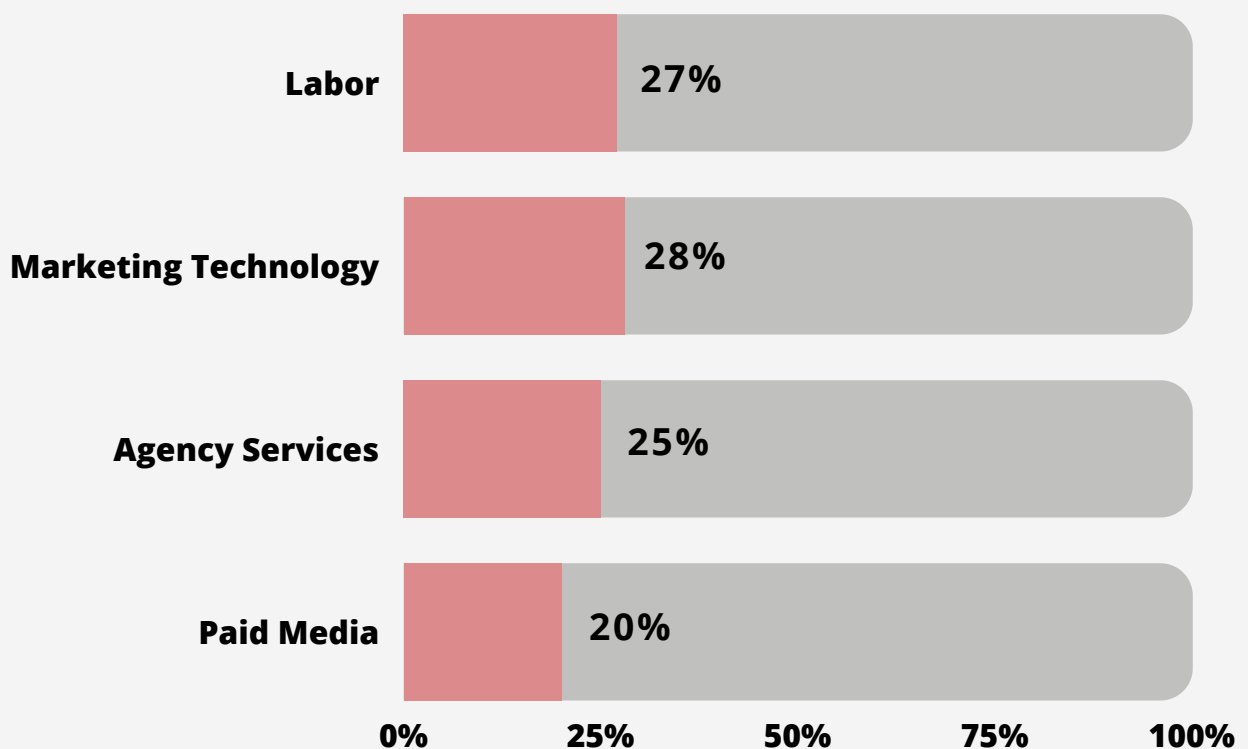
In the following sections, we focus on different components of marketing and budget optimisation. The report also talks about marketing tools that cater to various marketing components and how they have helped other companies realise their goals.



# 3. Overview Of Costs Incurred In Different Components Of Marketing

Marketing is the total of all the components that go into getting a customer, right from market analysis for lead generation to procuring a customer. The expanse of the marketing funnel makes it evident for companies to allocate a significant budget to this segment. According to research, a new business should issue around 25-35% of its earnings to marketing and promotion. For a B2B firm, this number stands at 13% of company revenue [1].

**MEAN PERCENTAGE OF BUDGET ALLOCATION ACROSS MARKETING CHANNELS**

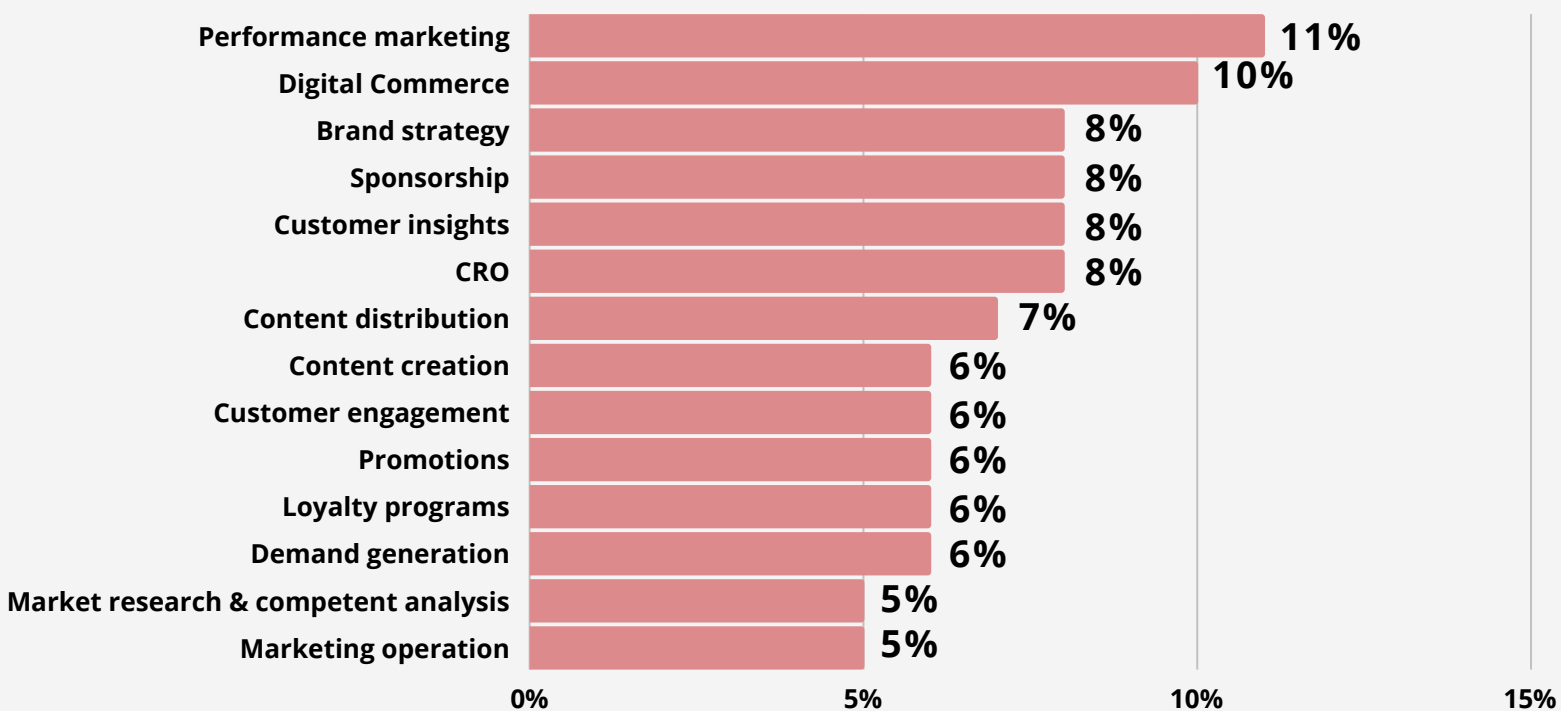


Among the four marketing channels, our data shows that 28% of the budget goes to Marketing Technology, a significant part of digital marketing, with 52% of marketers claiming to increase their digital marketing budget in the coming fiscal year.



**Marketers who claim to increase their digital marketing budget**

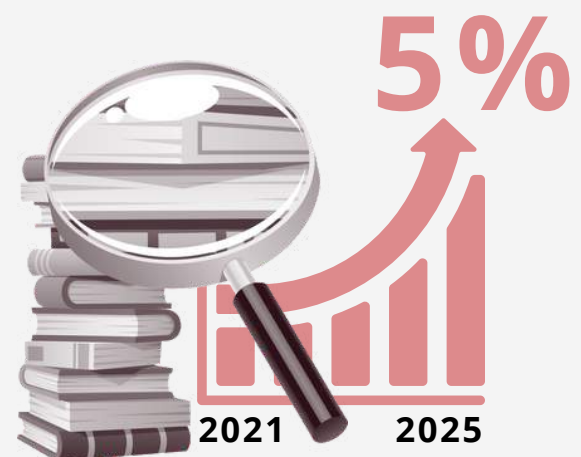
# 3.1 Budget allocation across various marketing programs and operational areas



**PERCENTAGE BUDGET ALLOCATION ACROSS VARIOUS MARKETING PROGRAMS AND OPERATIONAL AREAS**

## 3.1.1 Market research & competent analysis

It is essential to know how deep the sea is before you decide to dive. The market research market is expected to grow at a compound annual growth rate of 5%, from \$75 billion in 2021 to \$90.79 billion in 2025 [2]. Our data indicate that most businesses allocate up to an average of 5% of their marketing budget for research.



**PROJECTED GROWTH RATE OF THE MARKET RESEARCH MARKET & THE BUDGET ALLOCATED TO IT**

### 3.1.2 Digital commerce

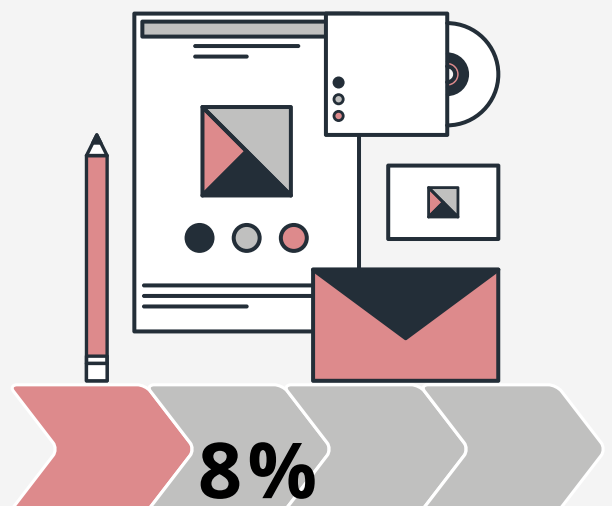
Digital commerce accounts for all of the elements of purchase decisions. A digital strategist typically maps the consumer journey and assigns different importance to purchase milestones. They also create consumer journeys that provide a seamless experience for customers from beginning to end. As per our data, businesses invest up to an average of 10% of their revenue in this category.

### 3.1.3 Brand strategy

A branding strategy is a long-term plan to achieve success over some years. It focuses on uniting your brand's internal and external aspects and clearly documenting your goals. A successful branding strategy includes the brand's mission, its promises to the customers, and how they are communicated. MIA's recent research report details the best brand-building practices [3]. Our research indicates that marketers allocate an average of 8% of the budget to this section.



**AVERAGE PERCENTAGE OF  
BUDGET ALLOCATED FOR  
DIGITAL COMMERCE**



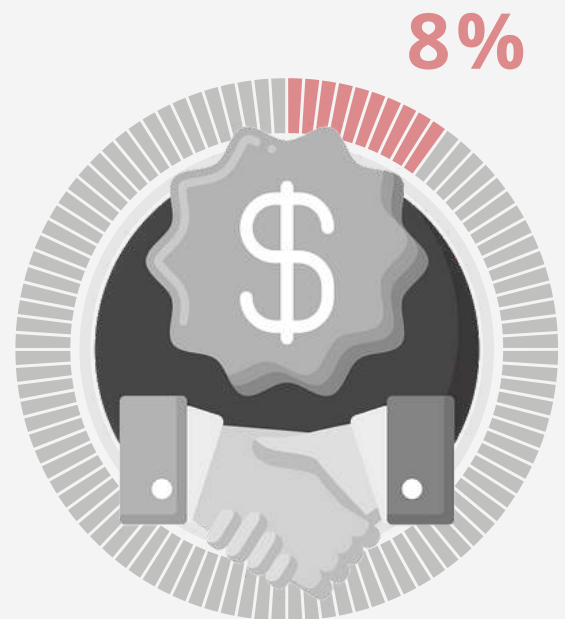
**AVERAGE PERCENTAGE OF  
BUDGET ALLOCATED FOR  
BRAND STRATEGY**

### 3.1.4 Sponsorship

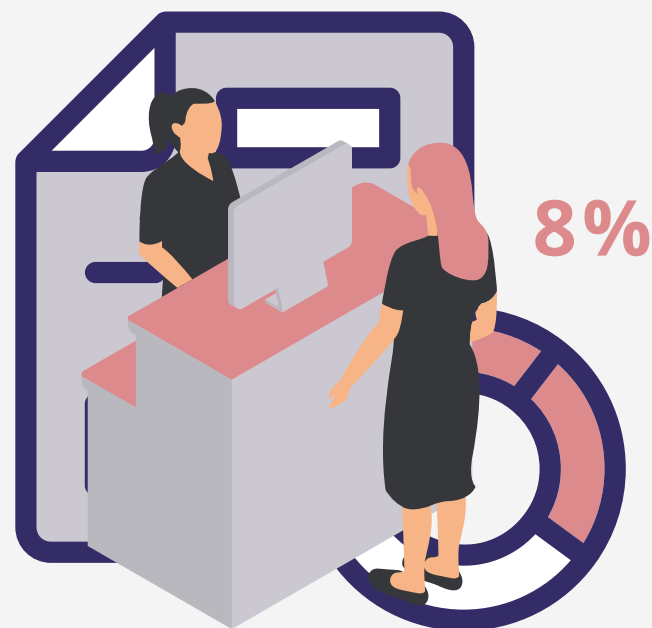
Sponsorship involves the in-kind support of people, events, exhibits, groups or causes to promote your business goals and competitive advantage. Sponsorship is different from advertising, which focuses on persuasion and convincing customers to make purchases. Sponsorship simply provides funding for groups or individuals who want to produce media that is sponsored by only one company. Our research indicates that companies allocate an average of 8% of the budget for sponsorship.

### 3.1.5 Customer insights

Research findings show that organisations leveraging customer insights outperform their competitors by 85% in sales growth and more than 25% in the gross margin [4]. Conducting research into customer behaviours is an excellent way to understand better what they want and need. It also gives you a much better understanding of the reasoning behind their feelings and opinions. It is essential that you use your knowledge of customer behaviour to shape your strategy and make sure it keeps them coming back for more. Our research indicates that companies allocate an average of 8% of the budget for this segment.



**AVERAGE PERCENTAGE OF  
BUDGET ALLOCATED FOR  
SPONSORSHIP**



**AVERAGE PERCENTAGE OF  
BUDGET ALLOCATED FOR  
CUSTOMER INSIGHTS**



### 3.1.6 Content creation

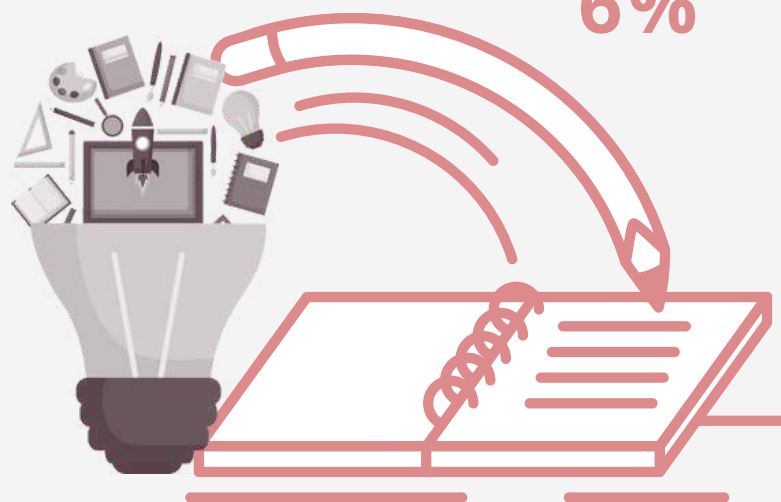
The beauty of content marketing lies in the fact that it costs about 62% less than traditional marketing but is three times more effective than it [5]. Research also shows that 93% of B2B marketers use content marketing for marketing their products or services [6]. Our data indicate that businesses allocate an average of 6% of the budget for this category.

93%



**PERCENTAGE OF B2B MARKETERS WHO USE CONTENT MARKETING**

6%



**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR CONTENT CREATION**

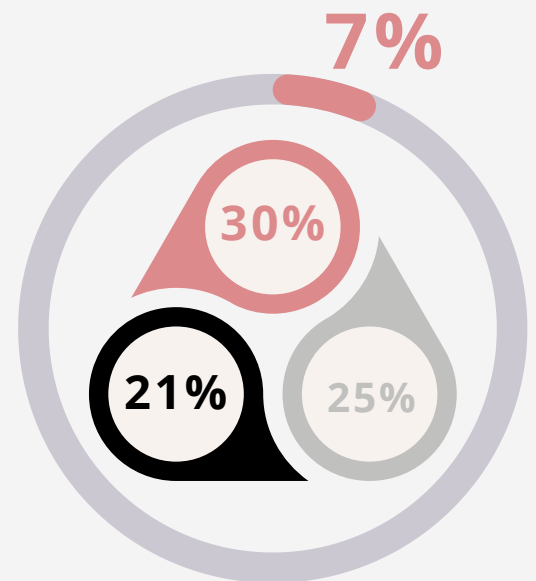
### 3.1.7 Content distribution

Distribution of content to online audiences can be achieved in three ways: Owned, Earned, and Paid media. Our data indicate that businesses invest an average of 7% of the budget in content distribution, of which 30% goes into Owned media, 21% into Paid media, and 25% into Earned media. Remaining (24%) goes into other channels of distribution.

a. **Owned media:** This includes distributing content to your own web properties, like your blog, email newsletter or social media page.

i. **Website:** According to research, 92% of business owners consider having a website one of the most effective marketing strategies [7]. The cost of your website includes the original design and build, monthly hosting and fresh content to keep your site up to date with the latest trends. Our data indicate that businesses invest an average of 13% of it on website development and maintenance.

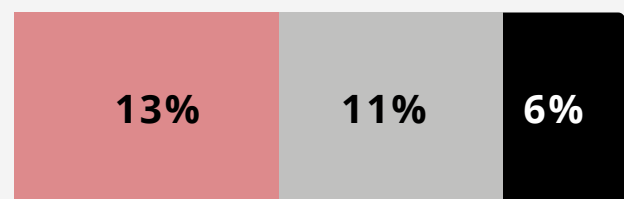
ii. **Email marketing & CRM:** The average ROI of this marketing channel is a whopping 122%! Which is 4x more than the ROI of social media and paid marketing[8]. Our data shows that an average of 11% is allocated for this marketing channel.



- OWNED MEDIA
- PAID MEDIA
- EARNED MEDIA

**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR CONTENT DISTRIBUTION**

- WEBSITE
- EMAIL MARKETING & CRM
- OTHERS



**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR COMPONENTS OF OWNED MEDIA**

b. **Paid media:** Payment can come in various forms and typically means that you're charged every time someone clicks to view or read your content. It's often a Cost-Per-Click (CPC) model.

- i. **PPC:** An average of 10% of the paid media budget goes into this category.
- ii. **Display ads:** Our data indicate an average of 3% of the paid media budget allocated to this category.
- iii. **Search ads:** Our data indicate an average of 8% of the paid media budget allocated to this category.

c. **Earned media:** Earned Content Distribution: Your content will get to the public more frequently when it's distributed through third-party sources such as press coverage, guest article contributions, retweets and shares, or product reviews. Our data indicate that, on an average, 13.7% goes into SEO, 8% goes to social shares/reviews/comments, and 3.3% goes into others.

### DID YOU KNOW?

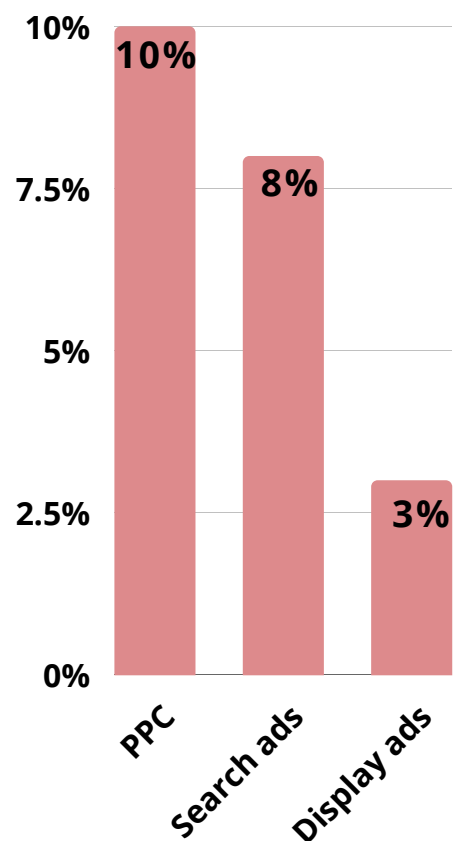
GLOBAL SOCIAL MEDIA ADVERTISING SPENDING WILL ACCOUNT FOR 33% OF ALL DIGITAL AD SPENDING IN 2022.

[10].

### DID YOU KNOW?

AN AVERAGE SME SPENDS \$108,000 - \$120,000 ON PPC ADS EACH YEAR.

[9]



AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR COMPONENTS OF PAID MEDIA

### 3.1.8 Customer engagement

Our data indicate that multichannel customer engagement is the mode of engagement used by 65% of the marketers, with an average of 6% of the budget allocated to this marketing component.

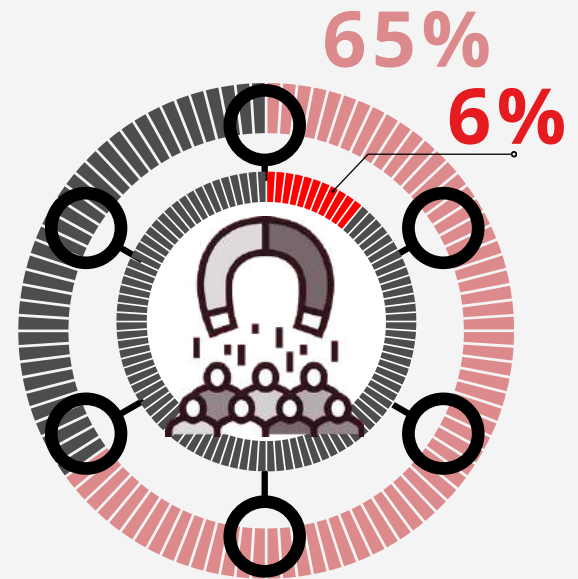
### 3.1.9 Promotions

85% of customers who received a promotional product went on to do business with the company that gave it to them [11]. Our study indicates that companies allocate an average of 6% of the budget for promotional activities.

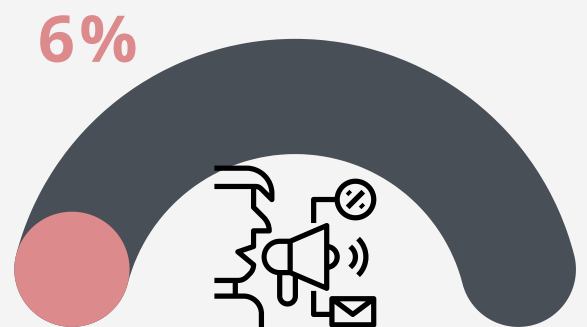
#### DID YOU KNOW?

THE PROBABILITY OF CONVERTING A RE-TARGETED VISITOR IS 70% HIGHER THAN OTHERS.

[12]



**65% OF THE MARKETERS USE MULTICHANNEL CUSTOMER ENGAGEMENT WITH A BUDGET ALLOCATION OF 6%**



**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR PROMOTIONS**

### 3.1.10 Conversion rate optimisation (CRO)

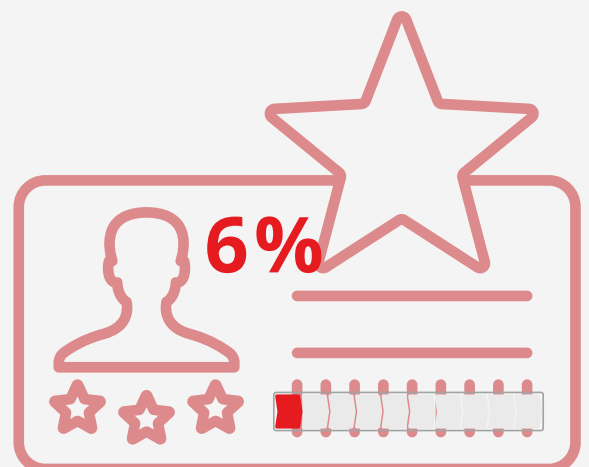
The top 10% of companies see 3-5x higher conversion rates than average [13]. Our study indicates that businesses allocate an average of 8% of the budget to CRO.

### 3.1.11 Loyalty programs

Research showed that over half of the population surveyed said that they keep going back to it if they like a brand. This included 55% of older millennials, 53% of younger millennials and 51% of Gen Z [14]. Our study indicates that businesses allocate an average of 6% of the budget for loyalty programs



**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR CRO**



**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR LOYALTY PROGRAMS**

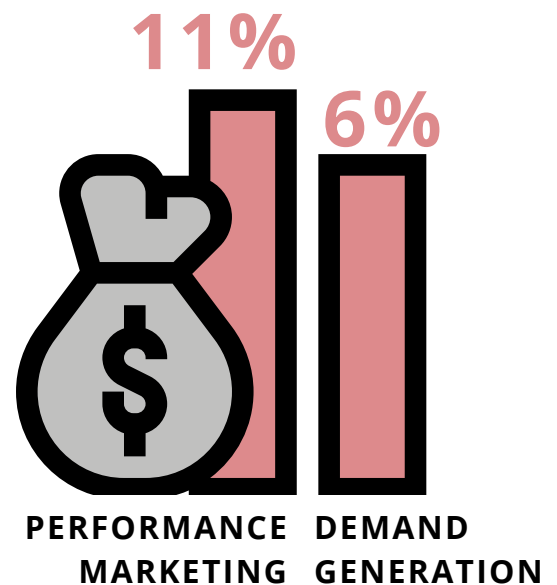
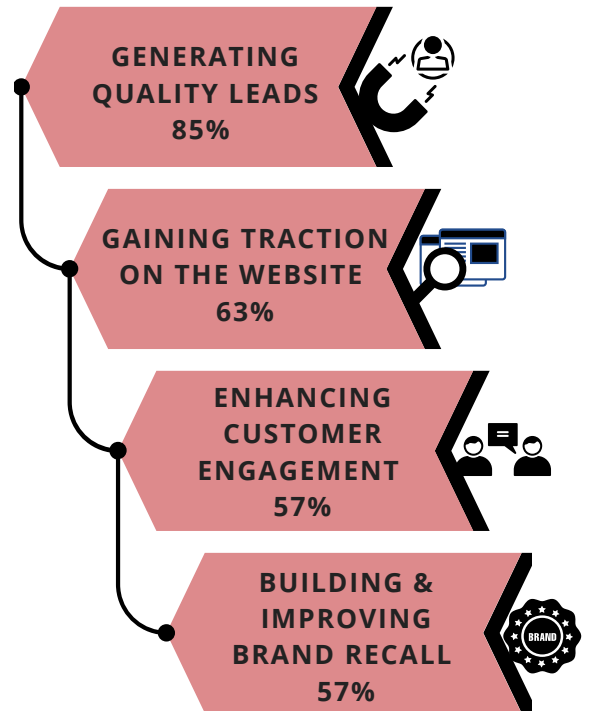


### 3.1.12 Demand generation:

Our data indicate that generating quality leads is a top priority for 85% of marketers. They were followed by gaining traction on the website & enhancing customer engagement (63% & 57%, respectively). Building and improving brand recall and reputation is also a priority for more than half of the marketers (57%). Data also indicates that businesses allocate an average of 6% of the budget for demand generation.

### 3.1.14 Performance Marketing & Analytics

Performance marketing is a strategic digital marketing technique. It focuses on the entirety of a business by generating results and providing interactivity with customers. Our study indicates that companies allocate an average of 11% of the budget for performance marketing.



### DID YOU KNOW?

**B2B COMPANIES THAT GENERATE MATURE LEADS ENJOY 133% MORE REVENUE THAN COMPANIES THAT DON'T.**

[15]

**AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR DEMAND GENERATION & PERFORMANCE MARKETING**

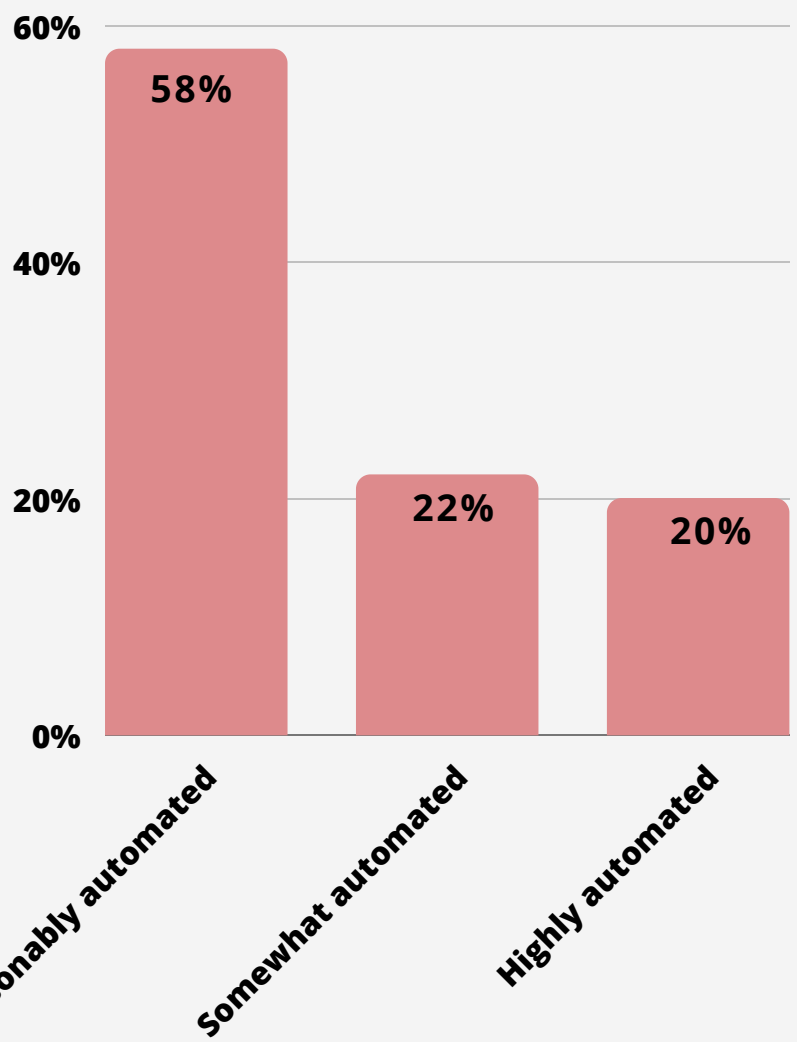


## 4. Optimising Marketing Costs

The marketing budget makes a big chunk of the overall company budget. Therefore, it is only wise to find ways to optimise it.

### 4.1 Automation

MIA research showed that only 20% of the participants said their businesses were highly automated [16].



#### DID YOU KNOW?

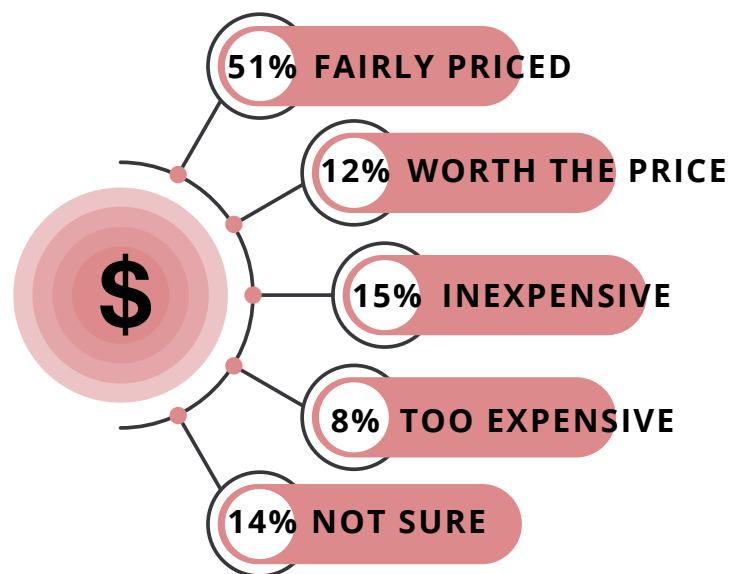
MARKETING AUTOMATION IS NOT NEW STILL 63% OF COMPANIES OUTSOURCE ALL OR PART OF MARKETING AUTOMATION PLANNING AND ONLY 37% USE SOLELY IN-HOUSE RESOURCES.

[17]

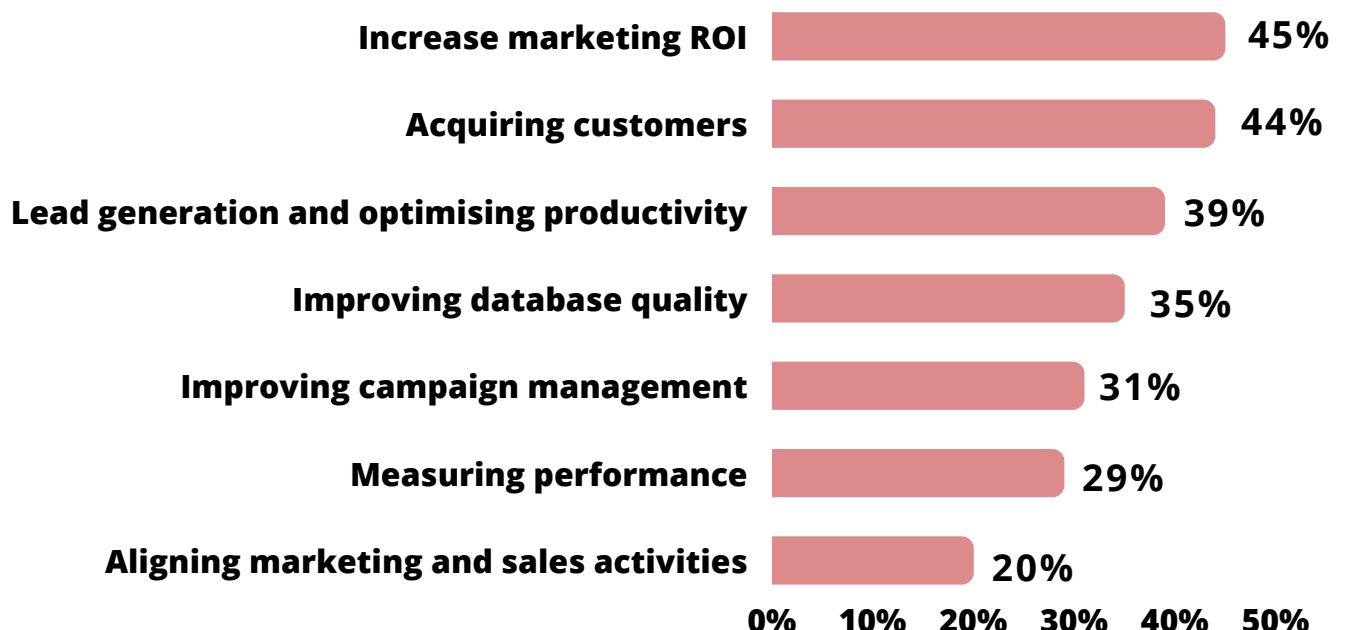
## 4.2 Is automation the need or just a swagger?

Our research revealed that most participants found value in marketing automation, with 51% saying it is fairly priced and 12% saying it is worth the price.

Further, 39% said that automation has helped them lead generation and optimising productivity, and 45% said it helped increase marketing ROI. Some other noteworthy perks mentioned were Improving campaign management (31%), Improving database quality (35%), Acquiring customers (44%), Measuring performance (29%) and Aligning Marketing and Sales activities(20%).



VALUE IN MARKETING AUTOMATION



HOW AUTOMATION HAS HELPED IN BUSINESS

## 4.3 Using tools for automation in different categories with case studies

### 1. Market research & competent analysis

- a. **Statista:** Statista is a great data portal to get information on market trends, consumer behaviour, demographics, and other stuff to become more knowledgeable about the world.
- b. **Latana:** Latana is a streamlined, automated survey & brand tracking tool used for market research and to obtain high-quality insights based on reliable data.

#### *How ReBuy relaunched itself using Latana*

Founded in 2004 as Trade-a-Game GmbH, ReBuy gives old products “a new lease of life” After being in the market for ten years, ReBuy lost track of its core audience and what it wanted and eventually started losing customers to its competitors. To get insights into the actual story, ReBuy decided to use Latana’s Brand Tracker to discover why their target audiences were choosing their competitors. The insights provided by Latana’s data showed ReBuy that their original core associations, quality and price, are still crucial to their customers. Latana helped ReBuy relaunch itself, and it is now outperforming its competition.

## 2. Sponsorship

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- a. **DonationXChange:** DonationXChange is for businesses and organisations who have CSR efforts and want to increase their effectiveness by seamlessly integrating a corporate-gift-giving program into the rest of their activities. You can create a custom sponsorship application for your site, set up a custom link with partners, customise workflows, reviews etc.
- b. **Wizehive:** Wizehive automates the bulk of what is needed to sponsor an event and helps you monitor stats like emails, chats, and more. They also have a fast support team who can guide you through what software features will be most helpful.

### *The story of Texas tech university & Wizehive*

"This is simply amazing." That's what Texas Tech University reviewers had to say about the adoption of Zengine (from Wizehive) for their awards and grants management processes. Micah Logan, associate director of institutional and professional development at Texas Tech, desperately needed a system that could streamline. Historically, Micah's team had included a programmer who had built an in-house software for application management, but then the programmer moved on to another company. Before getting started, Micah needed to research a few aspects of the platform she'd be using. She needed a compatible, cloud-based one with the possibility for mobile capabilities and online resumes submission that could support multiple users from the team to manage their processes like admins, reviewers, recommenders, and applicants. The Teaching Academy membership and graduate student programs were automated on the Zengine system as they were both very manual at that point. They soon realised that Zengine's flexibility could also help them with their other award and grant programs. "I don't have to have a programmer on staff, [so] that's a pretty significant time savings right there," she said.



### 3. Customer insights

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- a. **Google Analytics:** is a web analytics service that helps track and report website traffic and helps measure advertisement ROI.
- b. **Hotjar:** is a website visualisation software that gives deeper customer insight with the help of its multifold analysis comprising Heatmaps, Visitor recordings, Conversion funnel reports, Form analysis, Feedback polls and Surveys. Hotjar provides data-driven user recommendations to improve conversion rates and website user experience.

*49% increase in the conversion rate for TomTom's landing pages- all thanks to Hotjar!*

TomTom is the leading independent navigation company that was hesitant to work with a feedback and behaviour analysis tool owing to the cost of risking the security and privacy of its users. In 2016, Dave Powell (E-commerce Conversion Manager, TomTom) figured that TomTom needed deeper insights, especially into user behaviour, to improve user experience and drive more sales. Having worked with Hotjar before, he knew that it would deliver game-changing insights. Insights from Hotjar helped him find and fix mistakes before they impacted conversions resulting in a +491% increase in email CTR and a +49% increase in the conversion rate for our landing pages.

## 4. Content creation

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As per a survey in 2021, content marketing was considered a tactic that formed an essential part of their overall marketing strategy by 97% of respondents [18].

### CONTENT WRITING TOOLS

1. **Hemingway:** is a writing app that anyone in any industry can use to check over written work. They say their app makes your writing clearer and sharper. This software can analyse your content and provide suggestions to make it more readable. With its Readability metric, you'll always be able to tell how readable your text is and what areas you might want to brush up on.
2. **Grammarly:** is a hugely popular tool to help you write mistake-free content. This app can help review your content and provide a range of feedback to help you improve. It will also highlight any errors or flaws in your work. Content Analysis also gives you suggestions on improving the tone of your content and helps you make it easier to read by suggesting alternative words or phrases.

### *How Grammarly helped the Lucid team in being consistent with Lucid's brand*

Lucid's continuous expansion has increased its team's growth, particularly in the customer support business unit. By 2020, the Customer Support team had grown to seventeen agents, still delivering a CSAT of 4.86 out of a 5.00 scale. They knew their teams were great at technical knowledge. Still, there were opportunities to improve communication as the group continued to scale & wanted to help train their agents to deliver solid technical expertise with confidence, clarity, and consistency in their communication. Lucid was looking for a highly user-intuitive solution that was simple to onboard and incorporated well with their existing tools. Implementing a tool could give the team more time to focus on other tasks and goals. Ever since the Grammarly business was rolled out, Lucid's agents improved their grammar and spelling. They enhanced their professionalism and tone of voice consistent with the Lucid brand & Grammarly Business continues to be a critical tool for the team Lucid.

## 4. Content creation

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### CONTENT DESIGN AND GRAPHICS TOOLS

1. **Piktochart:** Today, the data summary is represented in the form of high-quality infographics. Piktochart has been designed to enable creators to visualise any form of data through charts, graphs, or stories. It offers various templates and designs that are ready to go.
2. **Canva:** Canva is an all-in-one design platform that's used by lots of designers and content creators to create cover visuals, images, visuals, graphics, designs, GIFs, and much more. It is easy to understand and can even be used by a layman with its fantastic interface guides you in creating content.

### *How Canva became Mud Magazines' one-stop solution for all its design-related requirements*

When Hector started Mud Magazine, he had limited experience with design tools and skills. He was looking for one place where his interns could use easy-to-use tools to create designs, collaborate on projects, organise assets, communicate and stay on brand. Hector started using Canva, an easy-to-use graphic design platform. It also enabled his team to maintain strong, consistent branding in conjunction with features like Brand Kit and Brand Control. Mud Design used Canva as the primary tool for their magazine and advertising. This enabled them to create all of their advertising, web content, social media posts, and the magazine itself with just one tool. Hector could easily collaborate with his team in real-time, give feedback, and watch them work together. Canva's Brand Kit helped them efficiently and consistently stay on-brand and follow the Mud brand guidelines.

## 4. Content creation

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### PODCASTING TOOLS

1. **Audacity:** Audacity is a great podcasting tool that includes multitrack audio recording and editing for newcomers and veterans alike. One of the reasons it is so popular is its easy-to-use interface and helpful features. Audacity has a simple editing console and produces high-quality audio files. It's also free to use and open-source, so it can be used by journalists and podcasters whether you have limited or extensive resources.
2. **Buzzsprout:** After posting your podcast to the internet, you will need to host it. Buzzsprout is a popular hosting platform for podcasts and can help you share and manage your recordings easily from one place. Another great feature of this tool is its ability to keep an eye on the performance of your hosted content. It can give you valuable insights into different statistics and metrics, such as article rankings, social media engagement and traffic. Stats in an episode, like the number of devices, used to listen to it, where the traffic came from, and the number of shares, help you make adjustments and tailor content for even more listeners.

## 4. Content creation

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### VIDEO CREATION TOOLS

1. **Webinar Ninja:** Webinar Ninja is a webinar software with a simplistic user interface for creating and hosting webinars. People love it because it is easy to use and does not require any special technical knowledge to understand how to use it. It is possible to launch live webinars, edit recordings and create professional-looking pages with Webinar Ninja. You can also consolidate all of your work with them into one easy-to-use library that you can use across multiple projects.
2. **Biteable:** Making videos that look nice can be complex for some content creators. With Biteable, creating those videos is quick and easy. More importantly, you don't need any prior knowledge of video editing to use it! Biteable provides a library of templates that help users create new video content without coding skills. They make your videos easy to create and interactive. Many companies use the Biteable platform to generate content for their company.

*Ed's opt-ins soared from below 20% to above 30% using Biteable videos*

Instead of wasting hours filming a poor quality video, Ed produced studio-quality videos in minutes by using Biteable templates. To Ed's delight, the volume and quality of people clicking on his landing pages rose drastically, with his opt-ins soaring from below 20% to above 30%.

## 5. Content distribution

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### 1. SOCIAL MEDIA

**1. Sprout Social-** Sprout Social is a social media management platform that aims to help businesses build and grow relationships with their users. You can use it to manage your social media channels from one place or focus on increasing your followers and likes. In modern-day marketing, social media management is a necessary and integral part of brands of all sizes. Sprout Social is a way to monitor and engage with consumers and provide great insights that can impact the success of a business.

*79% of consumers expect brands to respond within a day of reaching out over social media, but average brand response rates across all industries are lower than 25%. (Sprout Social).*

**2. Buffer-** is a software application that can help you make the most of your most-engaged times by creating unique, custom social media schedules for every social media profile you own. As a Publish Free user, you can create one custom schedule per platform, ensuring timing is optimised.

*"73% of marketers believe that their efforts through social media marketing have been "somewhat effective" or "very effective" for their business." (Buffer).*

## 5. Content distribution

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### 2. EMAIL & CRM

**1. Litmus:** Litmus is an email testing & analytics platform for marketers. They provide expert advice and insight via their informative newsletter and guides.

*60% of retail, e-commerce, and consumer goods and services companies personalise emails based on past purchases, versus 38% in 2019. (Litmus, 2020)*

**2. Zoho CRM** automatically analyses your business data and personalises the content like never before so that you can be more impactful with your marketing campaigns. Zoho CRM is built with features that make it easy to follow up on leads and consistently track the best candidates. When you're ready to send a round of follow-ups, you can save time and have all the information needed right at your fingertips.



## 6. CRO

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*“The average ROI for those using CRO tools is 223%. CRO trends show that investing in CRO tools can be more than worth it. Just 5% of the 3,000 companies involved in a recent survey reported no ROI, while 173 of their peers reported ROI larger than 1,000%”.  
(Outgrow)*

There are tools for each step of CRO.

- Step 1: Analyse Your Funnel-Woopra, Heap analytics
- Step 2: Try Your Speed-Sitechecker, dareboost
- Step 3: Study and Map User Behaviour-Google analytics, hotjar
- Step 4: Survey Your Customers-Google forms, SurveyMonkey
- Step 5: Create High-Converting Landing Pages-Unbounce, LEadpages
- Step 6: A/B Test Your Content-Glassbox, Google optimise 360
- Step 7: Start Talking To Visitors-Mobile monkey, Live chat
- Step 8: Create Social Proof-Use proof, FOMO

## 7. Loyalty programs

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1. **The loyalty box:** The Loyalty Box is a complete solution for small to midsize retailers looking to reward customers and get insight into their buying habits. The software offers a more straightforward and more affordable way than competitors to establish customer loyalty systems. It also helps business owners grab essential insights into their shoppers' behaviour. The Loyalty Box is an excellent platform to offer customers a range of loyalty programs, including points, cash back or gift cards. It also saves you the time to manually log who your leads are and when they will receive their following message. Best of all, it's fully automated, so you don't have to spend hours doing all that work yourself.
2. **Giftbit:** Giftbit enables companies to reward employees, customers and clients with digital gift cards. You can choose from an extensive digital rewards catalogue to send your recipients. You can also send the gift of choice and allow them to pick what they want. Giftbit has a laser focus on creating an easy-to-use and transparent solution. You can use their platform to send emails tailored to your needs, download email or SMS gift links, or connect with them for automated gifting solutions. And, if you're ever worried that the gift card hasn't been claimed, you can query it to find the status. Giftbit provides reporting on every card that has been sent out - so you'll always be in control of what's happening.

### *Agero is spreading happiness with Giftbit*

Agero develops technologies to save the lives of millions of motorists in the U.S. In 2016, they launched an app to collect data and optimise its crash prevention algorithm by collecting driver behaviour data called MileUp. To encourage drivers to participate with MileUp, Agero created a point-reward system and looked for an automated rewards fulfilment solution to enable users to receive their reward as soon as they trigger the bonuses. In came Giftbit. Giftbit's powerful and straightforward API was a focal point for Agero providing hundreds of gift card brands that appealed to all audiences and reported functionality to help keep Agero's program on a budget. The ease of integration of the Giftbit's RESTful API saved Agero's weeks of work and time. Agero was able to leverage Giftbit's reporting to keep their large scale program on budget with Giftbit's high-level stats on spending and redemption as well as individual order tracking

## 8. Performance marketing & analytics

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1. **Hubspot:** With this app, you can measure the performance of all your campaigns. It offers in-depth analytics, reports and dashboards to help you understand customers better. Hubspot allows the breakdown of reports by the contact or company-level properties in your database or CRM to discover key trends in your data over time. You can also create behavioural events to track actions taken on your website to understand visitors' behaviour and triggers. You can close the loop on your marketing efforts by using a tool that allows you to assign credit to the traffic and campaigns that impact the revenue. This will help you assess which content yields the best results to double down on your winning formula.
2. **Google Analytics:** Google Analytics is a web analytics service that provides statistics and essential analytical tools for SEO and marketing purposes. It is used to track website performance and collect visitor insights. The software can tell you where your most engaged visitors come from, which of your marketing efforts are working the best and what trends you see in user engagement with your content. It can also provide demographic information about visitors. One of the many things small and medium-sized retail websites might use Google Analytics is collecting user analytics. These can improve marketing campaigns, drive website traffic and help you retain visitors to your site.

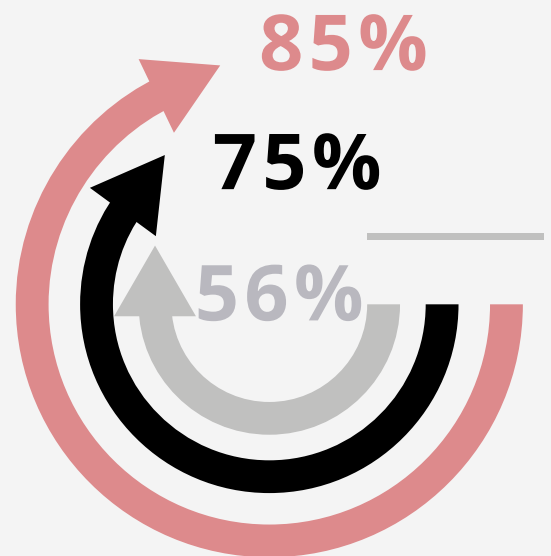
### *How Google analytics aided in improving Marketo's conversion by 10x*

Marketo has created a product to improve customer conversion rates. Marketo has partnered with several companies, both B2C and B2B. Their goal is to increase conversions by using Google Analytics and their Real-Time Personalization product. Marketo incorporated data from their website visitors' characteristics like industry verticals and products they are interested in by sending it to Google Analytics in the form of events. They also imported demographic and behaviour data from Google Analytics. This led to detailed audience segments based on product interest and demographic data. They created remarketing campaigns based on your interests in AdWords to serve you with more relevant data. This improved the conversion rate by 10x compared to traditional display marketing.

## 4.4 Freelancing v/s hires

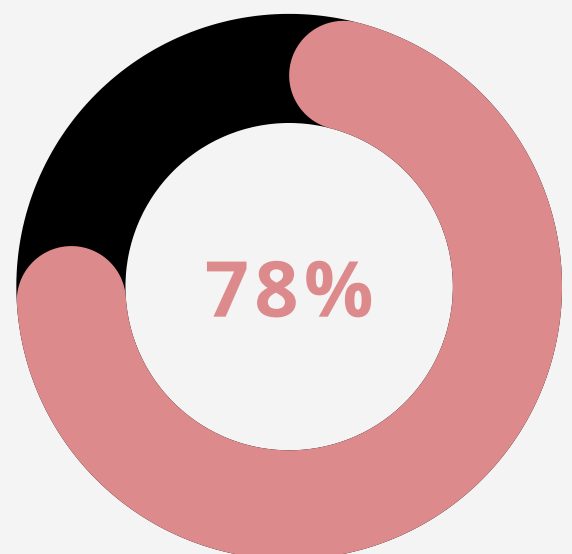
Freelancers are becoming a common sight in the workplace. In fact, according to Upwork, a freelancing site, there are now over 57 million freelancers in the United States alone. Freelancing has been on the rise for many years and has become more accessible to individuals who want to work remotely. It is no longer just for those with technical skills or those who can work from home. Anyone can do freelancing - all you need is a computer and internet connection!

The freelance revolution is changing the way we work. With more and more freelancers available, people can find the perfect match for their business needs. 75% of the respondents said that the biggest perk of hiring freelancers was that it saved overheads, and 85% said that it helped get the work done faster. 56% also said that freelancing gave them complete access to better talent across the globe. Our data further indicated that more than three-quarters (78%) of the employers were willing to expand their remote workforce in the future.



### PERKS OF HIRING FREELANCERS

- 85% -GETTING THE WORK DONE FASTER
- 56% -WIDER ACCESS TO TALENT
- 75% - SAVED OVERHEADS



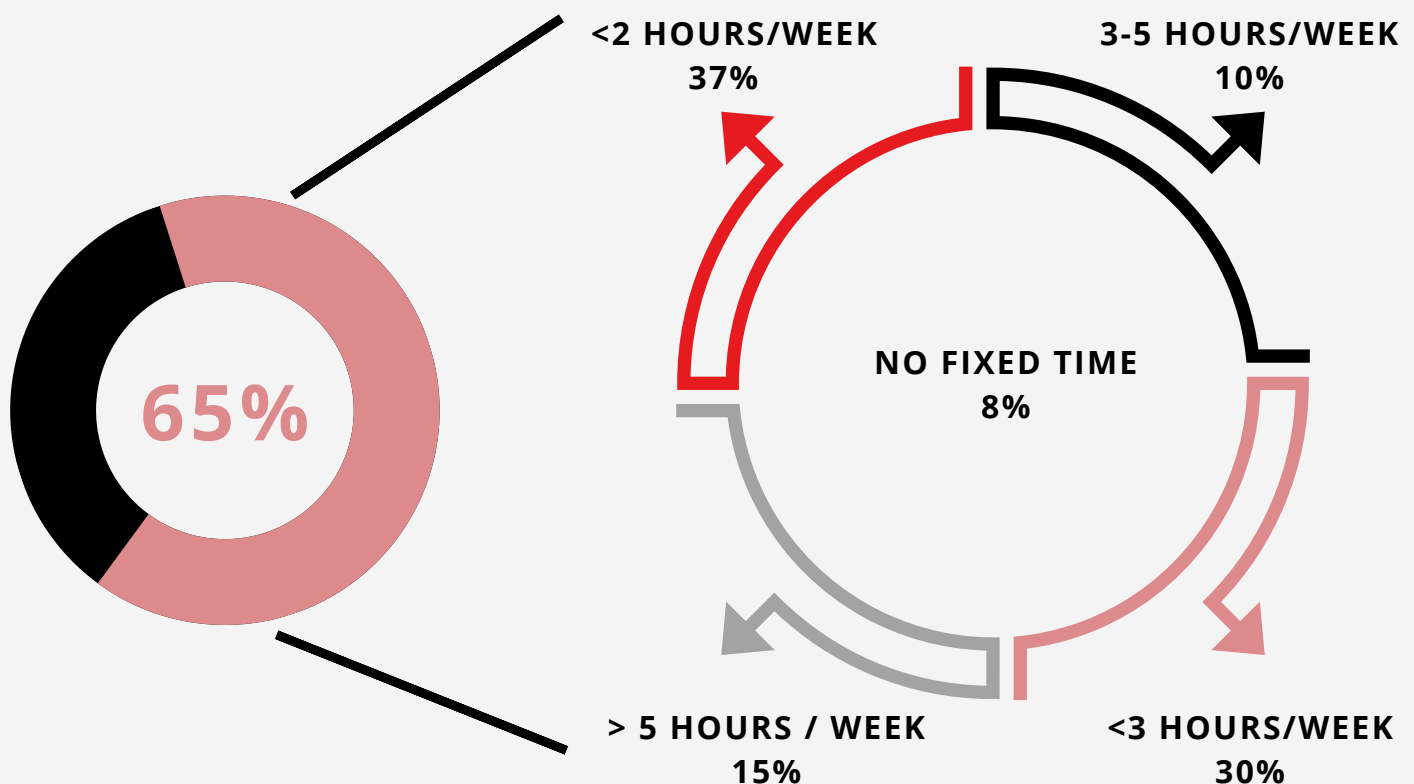
### EMPLOYERS WILLING TO EXPAND THEIR REMOTE WORKFORCE



# 5. Measuring the efforts

## 5.1 Monitoring efforts

Our data indicate that 65% of participants regularly monitor the outcomes of their efforts, with 30% saying they spent less than 3 hours/week, 15% said they spent more than 5 hours/week, and 10% said they spent between 3 to 5 hours weekly on the activity and 37% also said they spent less than 2 hours weekly on the activity and 8% also said that while they did monitor the efforts regularly, the number of hours expended was not fixed.



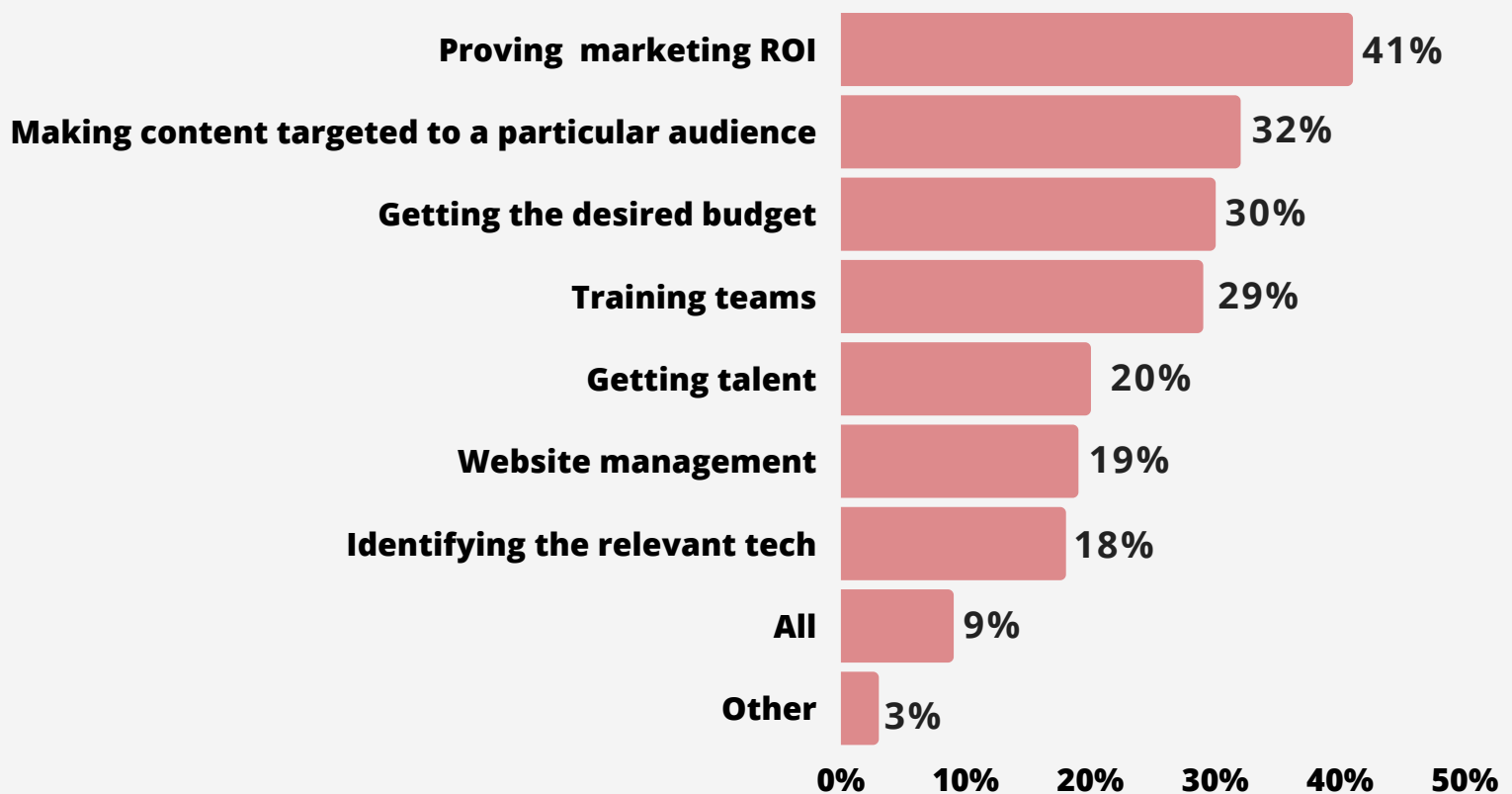
**PARTICIPANTS REGULARLY MEASURING THEIR EFFORTS**

**FREQUENCY OF MONITORING EFFORTS**



## 5.2 Challenges faced by the team

Amongst the challenges highlighted by the marketers, the biggest hurdle they faced was proving the ROI of marketing activities (41%), followed by creating targeted content. 10% of the marketers also said that they had met with all of the mentioned challenges at some point of time in their career.



CHALLENGES FACED BY THE TEAM



## Key takeaways

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- *Amongst the four marketing channels, marketing technology accounts for the maximum (28%) budget allocation.*
- *Content distribution comes forth as a significant operational area with 7% of budget allocation, followed by content creation, which takes up to 6% of the budget.*
- *Only 20% of participants have said that their businesses are highly automated.*
- *Marketing automation is not just for show. 45% of participants have reported an improvement in marketing ROI, and 39% have reported higher lead generation as a perk of automation.*
- *63% of marketers find value in automation.*
- *75% of respondents have said that working with freelancers has reduced their overheads.*
- *65% of marketers have reported that they regularly monitor their efforts, but only 10% spend 3-5 hours per week. The majority (37%) spent up < 2 hours/week in the activity.*
- *Proving the ROI of marketing activities is marketers' most significant challenge (41%).*



## ENDNOTES

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# Meet the Team



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MARKETING IN ASIA



# Optimizing The Cost Of Digital Marketing For Businesses

MAY 2022

Research  
Report 2022

